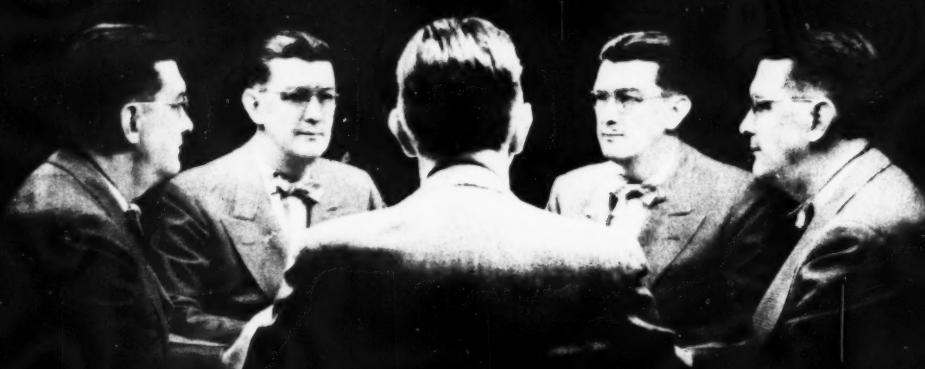


# THE REPORTER

Direct Mail Advertising

APRIL 1949

UN



**"Now we've  
forgotten  
how to  
blush!"**

"Six months ago, mailing mistakes were our department's Waterloo! Our boss acquired an ugly disposition and a beautiful set of raw nerves because statements were written for one account and envelopes were addressed to another... catalogs and letters were separated in the mail... and customers were slow in replying to our correspondence and direct mail.

"Then the Boss talked to the Tension Representative, who explained how Tension Envelopes could do part of our work and eliminate nearly *all* of our mistakes. We followed his advice from A to Z. Now we don't have to blush, the boss has become very sweet and his jumpy nerves are history."

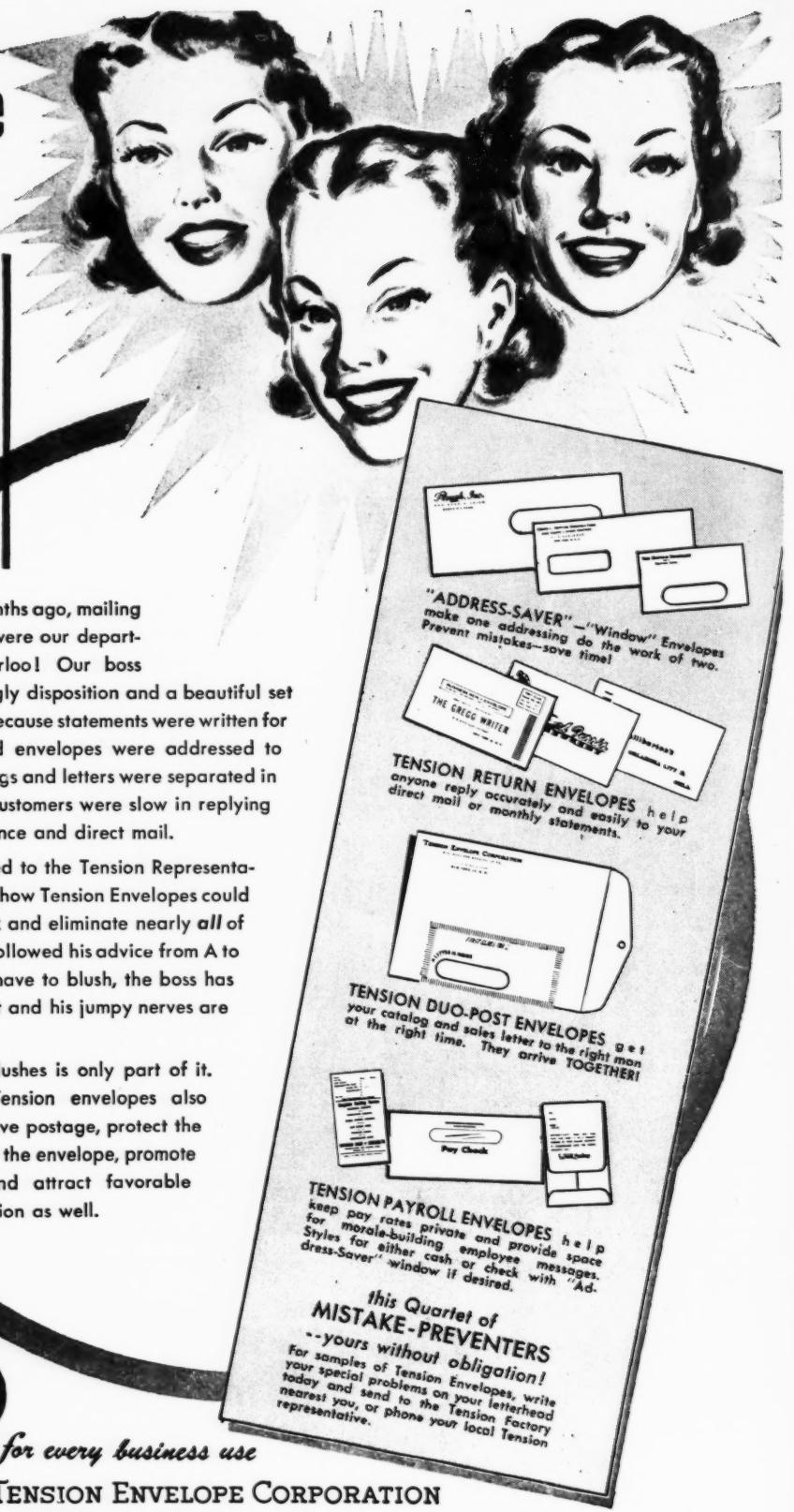
P. S. Saving blushes is only part of it. Specialized Tension envelopes also save time, save postage, protect the contents of the envelope, promote sales and attract favorable attention as well.



*for every business use*

**TENSION ENVELOPE CORPORATION**

FACTORIES: New York 14, N.Y. • St. Louis 10, Mo.  
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.  
Over 100 Representatives Selling Direct to User



THERE'S A  
*Champion*  
PAPER FOR EVERY  
PRINTING NEED



HOMEKOTE

For excellent reproduction with catalog covers, post cards and inserts, or for packaging and labeling quality products, this cast coated stock is ideal.



SATIN REFOLD ENAMEL

Meets every requirement for quality publication and advertising printing — thanks to top-grade enamel coating, folding strength and its receptivity to ink.



ARIEL COVER

Particularly effective for catalog covers, cards and displays. Available in white and eight colors, and in various weights, sizes and special finishes.



SPECIALTY PAPERS

Champion's specialties include bonds, business papers, envelope, post card and papeteries . . . all excellent reasons for you to specify Champion.

FOR TOP QUALITY  
IN A BROCHURE  
CHOOSE

CHAMPION PAPERS



*Wedgwood Offset*

Brochures are alive with sparkle and punch when they're printed on Wedgwood Offset—Champion's quality paper for lithographic work.

Photographic reproduction is crystal-clear in a brochure printed on Wedgwood. Colors are vivid, artwork effective, and the type is crisp and clean. Then, too, there's an impressive look, an expensive feel to Wedgwood Offset that come only from years of lithographic research and development. Adaptable to nearly every offset requirement, Wedgwood is available in both coated and uncoated grades, and in a variety of weights and finishes.

Mills at Hamilton, Ohio; Canton, North Carolina and Houston, Texas.  
District sales offices: New York • Chicago • Philadelphia  
Detroit • St. Louis • Cincinnati • Atlanta • San Francisco

WHATEVER YOUR PAPER PROBLEM . . .

*It's a Challenge to Champion!*

THE CHAMPION PAPER AND FIBRE COMPANY, GENERAL OFFICES, HAMILTON, OHIO



For a perfect score, you must hit the bull's eye on every shot. In direct mail this is particularly true. To reap the fullest rewards, your mailing must be aimed squarely at the consumer's center of interest. With Cupples personalized envelopes your aim cannot go awry, for they attract attention. To score a direct hit on every shot, use Cupples envelopes. Greater sales volume will be your trophy for excellent marksmanship.

**C**UPPLES ENVELOPE CO., INC.  
360 FURMAN ST., B'KLYN 2, N.Y.

### So you've already GOT a good mailing list . . .

That's fine! More power to you and to the list. Specifically, more earning power. Because your list can work for others, same as it does for you.

Every year, hundreds of firms like yours receive extra revenue from their lists by renting them —through the D-R Special List Bureau — to non-competing mailers.

We'll gladly explain further how your list might prove more profitable. Just write on your business letterhead for our descriptive folder: "RIGHT UNDER YOUR NOSE."

#### D-R SPECIAL LIST BUREAU

Division of Dickie-Raymond, Inc.

80 BROAD STREET

BOSTON 10, MASS.

# The REPORTER

## of Direct Mail Advertising

Volume 11

Number 12

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**HENRY HOKE, Editor and Publisher**

**JAMES M. STEWART, Associate Editor**

**FRANK FRAZIER, D.M.A.A. Editor**

**M. L. STRUTZENBERG, Circulation Manager**

**HENRY HOKE, JR., Advertising Manager**

### Important Notice to Every Reader in U. S. A.



Our cover this month is admittedly a "gag shot." It is the first time your reporter has used his own picture on the cover. But when I saw samples of the five-angle pictures taken by Lane Photographers of 1480 Broadway, New York . . . they seemed so appropriate for this particular issue. So I dropped in for a sitting. I use five classes of mail regularly . . . first, second, third, fourth and book. Five of me are holding a conference to decide how we feel about the confused "postal situation." On which side of the fence is each one of us? The conference resulted

in the letter starting on page seven. I actually wrote that letter to a Congressman I know very well. I have discussed its contents with him personally. I ask all of you to read the letter carefully. After you have read it . . . write to your congressman and senators. Send them photostats of my letter, if you wish. Don't use the old "hokum" that you'll be forced out of business. All the axe grinders are doing that . . . irritatingly. Use reasonable and fair arguments. For additional ammunition, see Ed Mayer's Playing Post Office Department on page 28. The situation is serious. You should make your voice heard in Washington. Immediately . . . please!

H. H.

**APRIL 1949**

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#### OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

1500 DMAA Members receive The Reporter regularly as part of the association service. A portion of their annual dues pays for the subscription.

# SHORT NOTES

## DEPARTMENT

• A WONDERFUL EXPOSITION of a subject few people really know much about . . . appears in a 32-page booklet put out by the Old Colony Envelope Company, Westfield, Massachusetts. About envelope manufacturing. Liberally sprinkled with peppy line illustrations of the different machines used. Titled "From One Good Envelope to Another". It was originally printed as a souvenir for visitors to the plant, but is now being distributed to others as a substitute for the tour. It's 5 1/4" x 7 3/4", printed in blue and black. An easy-to-read lesson in envelopology. Copies available on request.



• IN THE FEBRUARY REPORTER . . . a story titled "Wanna Case of Scotch" appeared on page 28. About an unusual mailing sent out to get prospective employers interested in hiring a man. Just saw another clever promotion . . . also selling its author's time. A 4-page folder, offset in red and black. Front page has "selling" letter from Ben Morris, 1 East Tremont Avenue, New York 53, N.Y. Inside spread has Ben's picture, plus illustrations of some of the products-services he has promoted. A few Morris-originated case histories. Back cover has references, biography, resume . . . and, last but not least, a tipped-on orange penny postcard with obvious suggestions. A skillful presentation. Has about everything an employer would want to know.



• AN EXCELLENT EXPLANATION of what an advertising agency is, and does, appears in a 5 1/2" x 7 1/2", 30-page booklet: titled "The Structure of the Advertising Agency Business" . . . and published by The American Association of Advertising Agencies, 420 Lexington Avenue, New York 17, N.Y. Originally prepared for exam candidates. Covers the subject thoroughly . . . for those who'd like to know more about the ad agency.

• A GADGET LETTER was sent by Tower Oil Company, 624 South Michigan Avenue, Chicago 5, Illinois to lubrication prospects. Tipped on letter was a booklet with soap-impregnated pages. Letter tells how "hidden qualities" count. Good gadget-copy tie-in.



• A FEW CHANGES in the Direct Mail world took place last month. Don Moltor, formerly Director of Sales at Edward Stern and Company of Philadelphia, is now Agency Director of Jacqua Advertising, Grand Rapids, Michigan. And Tom McElroy has moved from American Home magazine . . . and is now V. P. of Casper Pinsker (advertising agency), 150 Nassau Street, New York 7, N. Y. Graphic arts folks lost a good friend by the death of J.W. Valiant of Harris-Seybold Company. His funeral on March 15th was attended by most of the well-known people in the industry.



• LIKED THE CURRENT MAILING of the Minnesota Valley Canning Company (makers of Green Giant labeled products), Le Sueur, Minnesota. Tipped-on to the 10 1/2" x 14" folder is a 32-page magic book . . . showing amateurs some of the easiest parlor-tricks. Imprinted on cover is "For a quick disappearing act, display the products with the Green Giant label." THE REPORTER ran the Minnesota Valley case history in July 1948 (page 8). A monthly mailing . . . with gadget, letter, ad reprints, mat displays and such in each. An outstanding job of consistent showmanship.



• DAVID ADAMSON, Superintendent of Public Relations, Canadian Post Office at Ottawa sent us a picture spread of Post Office operations in Victoria, British Columbia. It was

(Continued on Page 40)

Fox River  FINE PAPERS

You can put more  
**SELL**  
in your  
**Business Letters**

*Read these  
Free Booklets*



### WHO WROTE THEM?

Dr. Robert R. Aurner, for 18 years ranking professor of business administration at the University of Wisconsin; author of *Effective Business Correspondence*; president of American Business Writing Association, 1940; now director of Better Letters Division of Fox River Paper Corporation (maker of fine papers since 1883).



### WHAT ARE THEY?

These free booklets spotlight the tremendous importance of letters in business success. Also help you snare the attention of your reader in such a simple way that he continues . . . understands . . . and acts—because you have been able to project your personal power courteously, persuasively, and convincingly.

Mail must meet *four tests* to be *MONEY-MAKING MAIL*. Put more pay in what you say—get free booklets now. Please use your business letterhead. FOX RIVER PAPER CORPORATION, 2014 Appleton Street, Appleton, Wisconsin.

*Better Letters Division*



COTTON-FIBER BOND, ONION SKIN, LEDGER

# "Just throw the top one in the wastebasket, Miss Grey...

THAT FIRM'S MAILINGS ARE  
ALWAYS TOO BLURRY TO READ!"



**He recognizes** "that firm's" mailings because of the letterhead and the characteristic blue paper. *That's good.*

But he knows from experience that the bulletin will be fuzzy, blurred, hard-to-read. He won't bother to decipher it. *And that's bad.*

YOUR prospects won't bother to read your mimeographed mailings unless they're clear, sharp, easy-to-read.

Hammermill Mimeo-Bond helps you get clean, legible copies—*more than 5,000 from one stencil!* And this mimeograph paper comes in white and six distinctive colors. You can put your message on a "characteristic" color, instantly identified as *your* representative.

We'd like you to *test* Hammermill Mimeo-Bond for yourself—free. Just attach the coupon to your business letterhead for the 100-sheet trial packet. With it we'll include "Better Stencil Copies," the Hammermill idea-book that tells you how to get better results from your stencil duplicating equipment.

**Send this coupon now... test Hammermill Mimeo-Bond for yourself**



## HAMMERMILL Mimeo-Bond

HAMMERMILL MIMEOGRAPH PAPER

A HAMMERMILL PRODUCT

Hammermill Paper Company  
1621 East Lake Road, Erie, Pennsylvania

Please send me—FREE—the 100-sheet test packet of Hammermill Mimeo-Bond and a copy of "Better Stencil Copies."

Name

Position  (Please attach to, or write on, your business letterhead) TR-AP

# Dear Congressman . . .

You must get terribly bored with the anguished wails of the axe-grinders. No matter what you do . . . you are deluged with complaints from those who think that what you do will hurt them.

Your discussions of postal rate changes have set off a verbal and editorial barrage of wailing from so many seemingly unrelated sources . . . it's a wonder you can hide your impatience or bewilderment as well as you do.

All sorts of organizations are raising "war funds" for lobbying in Washington . . . for making drives to stop rate increases. Editorials, news columns and bulletins carry dire warnings that this group will be put out of business, that group will be put out of business. You'll be put out of Congress . . . and what not. Individuals, representing these groups, appear before your hearings all singing the same tiresome dirge: "We'll be put out of business . . . you can't do this to us".

I think the members of the committees have shown remarkable calm, patience and statesmanship in asking these moaners "What do you suggest?" But the suggestions have been few and far between. Nobody seems willing to suggest, to compromise or to help you and the Post Office solve a *really serious problem*. If we could all start planning for *all of us* instead of just "for me".

It all reminds me of the hearing some years back when the theatrical people brought Walter Hampden and other stars to warn you that your amusement taxes would darken the marqueses of every theatre . . . throw thousands out of work. The fur people, the jewelry people staged

similar, but not so glamorous, melodramas. None of the predictions came true.

No matter what you do about postal rates, within the reasonable limits possible under legislative procedure, *no one will go out of business solely because of postal rates*. If postal rates are the determining factors for staying in business, then there is something wrong with business. What you may do about rates may make business uncomfortable, may force readjustments, may make business more difficult . . . but we'll all survive somehow.

I think it's high time for *all users* of the mail to stop howling about being put out of business and instead to join with you, their representatives, in working out some sensible plan for the Post Office.

Someone should speak in defense of the Post Office, in defense of Congress . . . for there are two sides to every argument.

At the risk of being labeled a traitor to "my side" (whatever that is) I respectfully submit a few suggestions which might help to clear the air.

First: An optimistic note.

A Post Office Department can *actually* be operated on a balanced budget. I can prove it. I am reproducing below the itemized figures from the 1948 report of another Post Office Department.

Better than 63 million "profit" in eight years.

That's the Canadian Post Office Department. Since 1902, a space of 46 years, the Canadian Post Office has "lost" money in only *ten years*, 1915, 1922, 1925, 1927 to 1932 and 1939. But the total "losses" in those ten years were not as great as the "profit" during only the last two fiscal years (1947 and 1948).

Of course, Canada is smaller. A population of about 13 million compared with our approximately 145 million. About 1/11th our size. And their gross postal revenue is only about 1/17th of ours. But Canada needs 11,982 Post Offices to take care of its people . . . compared to our 42,000 Post Offices. That is, Canada needs a bigger plant, in terms of population, than we do . . . and yet it has learned to run its Post Office Department on a better than balanced budget. It's true that Canada does not have the masses of low-rate mail nor some of our com-

## REPORT OF THE DEPUTY POSTMASTER GENERAL

13

Fiscal Year	Net revenue	Expenditure	Deficit	Surplus
	\$ cts.	\$ cts.	\$ cts.	\$ cts.
1941	40,383,366 45	38,699,673 76	1,683,692 69	
1942	45,993,871 82	41,501,869 04	4,492,002 79	
1943	48,868,762 24	44,741,987 13	4,126,775 11	
1944	61,070,916 37	48,485,006 65	12,585,910 72	
1945	66,071,815 89	54,629,281 07	11,442,534 82	
1946	68,635,555 07	57,729,845 67	10,905,913 40	
1947	72,986,626 19	64,213,049 78	8,773,574 41	
1948	77,770,967 33	37,943,475 57	9,827,491 76	

plexities . . . but it has elements within its service which deserve most serious consideration on your part. American ingenuity should be able to devise a system whereby our Postmaster General could submit a comparatively satisfactory annual report. I suggest that our friendly neighbors be invited and urged to show you how they do it.

Second: I would like to suggest three specific steps or methods of tackling our Post Office problems.

**Step One: Set up, once and for all, a definite method of dividing the functions of the Post Office into two groups.**

- (a) **Those covered by appropriations out of general taxes.**
- (b) **Those covered by income from the users of mail.**

Much of all our trouble lies in the absence of any such structure.

The Department of Agriculture, for example, costs the Government approximately 840 million a year—but that is not considered a **LOSS**. The Congress fixes an appropriation to cover that cost.

The Post Office Department is a necessary adjunct of Government. The Government could not function without the Post Office.

There are some 42,000 Post Offices in the country. 129 of those offices account for more than 63% of the total postal volume.

There are 33,614 third and fourth class offices in the country . . . where the total revenue rarely, if ever, is enough to pay for salaries, let alone the cost of supplies and overhead. No one knows for sure, but there are only a thousand or so Post Offices where receipts are enough to pay bare operating costs. But could all the rest be eliminated? Surely not. All or most of the offices are necessary to *keep Government functioning*.

How much is the Post Office worth to the Government? How much of the Post Office work should be covered by appropriations? Why not find out?

There are three groups of Post Office Governmental functions.

- (a) Service for other agencies.
- (b) Handling mail for executive branches.
- (c) Handling mail for Congress.

Postmasters are custodians of Federal Buildings in which Post Offices are located. They are landlords for other agencies. Postmasters conduct civil service examinations for all agencies. They sell stamps and bonds for the Treasury. They post bulletins for other agencies. The Post Office Department is errand boy and general flunky for nearly every other agency of the Government, and yet it is supposed to charge the public enough to pay for all these services. The Post Office should be reimbursed by definite appropriations for these services, in some such way as Canadian Postmasters are reimbursed in commissions for some of their work.

The same system should apply to mail handled for executive branches and for the Congress. Not only in Washington, but all over the country, the Post Office is deluged with free mail. I'm not disputing its worth. Let's admit it is *all necessary*. In every hamlet, county agents mail important bulletins to farmers. Other agencies keep up the flow of contact between Government and citizens.

Surely, we have enough brains in this country to find out how much of the *cost* of Post Office service should be allocated to the appropriations of other executive branches. Once you find out what the figure or percentage should be . . . 10%, 20%, 30%, etc. . . . then you can proceed to step number two with some semblance of sanity.

Once you find out how much Congress should *appropriate* for the Congressional frank . . . there will not be so much criticism of the widespread use of the franking privilege. But you shouldn't ask commercial *buyers of mail service* to pay for farflung functions of Government. That is a job for all the taxpayers, including you and me and everyone else.

In brief, set up the Post Office accounting system in two parts.

- (a) Operations covered by appropriations which should be fixed by appropriation committees of The Congress.

- (b) Operations covered by revenue (which should be self supporting).

**Step Two: Fix rates for the various classes of mail by a businesslike rate-fixing, permanent commission instead of by legislation.**

This would avoid the high pressure ballyhoo which surrounds the rate-fixing of Congress.

The public-servicing function of the Post Office Department is a business . . . just like freight, passenger or public utility rate-fixing. Congressmen, and this is not disrespectful, are too busy to enter into every detail of intricate rate-fixing. An experienced commission, working with Government and the public, could establish equitable rates subject to checks in procedure and personnel by Congress.

Consider the present confused situation.

In an effort to meet a "deficit", it is proposed to raise the lowly postal card from 1c to 2c.

And yet postal cards are part of 1st class mail which pays a tidy "profit" each year. Who knows for sure whether they should be raised or not?

Post and postal cards are the poor man's method of communication. They are used by thousands of small business people as the only method of telling prospects and customers about goods or services for sale.

Let's look at it this way: There are 190 1c Government stamped postal cards *to each pound*. The Post Office gets \$1.90 for each pound of cards used. And yet some selfish axe-grinders howl that they will be "put out of business" if they must pay a minimum of 1/4c per piece, or if their rate is raised from 1 1/2c to 2c a pound.

Suppose, for example, there are four pieces of a typical second class publication to a pound. Would a minimum postal rate of \$2.50 per thousand pieces (which weigh 250 pounds) be too extreme when compared with \$10 for 1000 postal cards which weigh just over five pounds? Sounds sorta silly . . . but that's what a lot of people are howling about.

Until rates of various classes can

be adjusted equitably . . . why tax the poor man's postal card an extra cent when five pounds of them now bring in \$10.00, while 50 times more in bulk of another class brings in a lot less per thousand.

Consider Third Class: Who knows exactly what the rate should be? Canada seems to get along very nicely on a 1¢ minimum. And why, without very serious study, should the Post Office discontinue the commercial bulk rate which has saved millions of man hours in sorting, facing, handling and dispatching? It doesn't make sense. But if a serious commission studied those rates, adjusted the inequalities, I'd predict that the com-

mercial users of the mail would accept those rates and make them work.

It is certainly unjust to ask one group of advertising users to accept a \$10 per thousand (piece) boost when another group howls against a \$2.50 or \$5.00 per thousand boost. Especially when there can be no comparison in weight. The costlier rate weighs less than the lower. Alice in Wonderland would be confused, too.

The Second Class rate situation is a mess. I don't know what the rates should be. No one does. I'm not fighting the publishers. I'm a publisher myself, in a small way. But I think the publishers' representatives

before your hearings made a ridiculous showing when they plead for *no increases whatsoever.*

My trade publication runs about 3½ copies to the pound. We mail about 4500 per month. My postal bill runs about \$24.00 per month, or just a trifle over ½¢ per copy.

That is, we mail 4½ ounces for ½¢. That *weight* is equivalent to 54 postal cards which at present rates bring the Government 54 cents. For delivering 54 of my magazines (weighing 243 ounces or 15 plus while the Post Office gets 54¢ for 54

(Continued on Page 10)  
pounds) the Post Office collects 27¢



## HERE ARE THE FIVE TYPES OF MAILINGS (100 EACH)

that I use constantly. On the table are five stacks of exactly 100 pieces. Postal Cards (on scales), letters next (averaging ½ ounce each) then The Reporter (2nd Class) followed by Third Class circulars and finally the first installment of my Direct Mail Course (weighing 1 lb each and using 4th Zone as a fair average). Comparing pieces, weights and rates . . . make inequalities evident.

postal cards weighing 4½ ounces or 54¢ for 54-3rd class mailing pieces weighing about 60 ounces. It just doesn't make sense.

I'm ashamed of my postal bill each month, and I think a lot of 2nd class permit holders feel likewise if they had the nerve to speak out.

A long, long time ago, a former Third Assistant Postmaster General confided in me "Henry, second class rates are a parasitical growth on the structure of Government, and nothing can be done about it". I've never forgotten that description . . . but I think it's time for the publishing industry to grow up.

All this talk about 2nd class rates being established to promote education and culture is as outmoded as the horse and buggy. All this high talk about publishers being interested *solely* in informing the public, increasing culture, improving education, is downright dishonest. The old myth that magazines are produced for the readers is what it is . . . a myth. The real truth is that publishers are in business to . . . make money. Most magazines are produced for the advertisers. All arguments that a free press demands a subsidy are silly. All arguments that any increase in postal charges will fall on the readers of publications, are absurd. The increase, whatever is justified, should be born by *the advertiser*. For him the vehicle was created.

I don't know what the 2nd class rates should be. Surely it's evident they should be higher. My rate should be higher. Why doesn't the publishing industry stop grafting on the Government and help work out a satisfactory rate?

The Postmaster General seems to be on the right track in his recommended sliding scale (which has caused the most howls). The more advertising, the larger the rate. Why not? The less "education, culture and information".

Publishers generally might be agreeable to a new rate for "red tag service". Users of penny postal cards, threatened with a 1c (100%) increase would be boiling mad if they knew all the inside "dope" about magazines of "urgent news interest" which get red tag service . . . which means better than first class mail service. And yet those magazines weigh 1000% more than the postal

cards and pay about the same or little more than the postal card rate.

Concerning all the inane hullabaloo over small religious, fraternal, etc. publications being forced out of the mail if they have to pay a decent postal rate . . . that's a debatable question. If any organization can't stand \$2.50 minimum for a thousand copies it mails then perhaps it should go out of business. It costs a lot more to mail a postal card.

Some of my publisher friends will dislike these statements. But if they would face the facts and the truth this rate situation could be licked. Everyone should want to pay his own way—the postal card and third class mail users should pay their own way . . . but that way cannot be estimated until Step One (previously mentioned) is taken and until the loss-producing subsidy on 2nd Class is adjusted sanely. One group should not be taxed at the expense of another . . . for political or any other kind of expediency.

Mr. Congressman, it's a mess which only a rate-fixing commission can handle. That would relieve you of almost all political pressure.

You already have such a plan before you . . . in H. R. 1008 presented Jan. 6th, 1949 by Mrs. St. George. Why not consider that resolution at once . . . before the rate situation gets into more of a mess than it is now.

**Step Three: Authorize the establishment in the Post Office of a Sales and Publicity Department.**

That's where you can learn many things from our Canadian neighbors.

The Canadian Post Office has such a department. Sixteen public relations officers are stationed throughout the Dominion. These men and their assistants contact all commercial users of the mail. Show them the newest wrinkles, teach them how to use the mails properly. Give them case histories. They *sell* directory services and handle householder mailings. In other words, there's a special department to promote sales.

They work on the simple principles of all business . . . that increased production reduces cost per piece. Increased revenue decreases over-

News Letter  
CANADIAN POSTAL SERVICES

107939 (10th March 1955)

OB PUBLIC RELATIONS OFFICER

2000-2010 to groups of students in the Dauphin County Schools. Mr. Eggers told the students to name him as the "most interesting man in the world" and that he was "the most interesting man in the world" at the same time. Afterwards, one of the teachers told him that she was very glad that he had come to their school. "I am sure that you have been interesting at this time for six months now and I can't say that, as far as I am concerned, I have been interested in you for six months now. I have furnished you the required to make the new what I have been trying to do for so long."

Mr. Eggers, who is the Public Relations Officer, arranged a display of hand decorated, household items, a.3. cards, mailing samples, business reply cards, and a display of the new postage stamp of the 10 cent value.

The Principal was most appreciative and said that, from now on, a Postman could be part of the courses with great interest.

EDMONTON, Alta. - Letter Carriers and Clerks at Postal District No. 10 in the Montreal Post Office, were gathered in the administration room of the office on March 10th to receive a presentation of a new postage stamp of 10 cents. The refundable postage charge. Mr. Devereux thought that this would be a good idea to help the Post Office to get more business. It features a picture of working cards, rates on printed matter, household distribution, and the proper use of the Superstamps. The Superintendent spoke to the meeting on this subject.

He spoke for thirty-five minutes and he ended, from the remarks he made, that the new postage stamp will be a great help to the Post Office and will assist a lot of various which has given trouble to these various officials.

head: It has brought tangible results in Canada.

Why can't we have such a set-up in the U. S. Post Office? Why not bulletins like the one pictured here? Every member of The Congress should try to get hold of a copy of the Canadian sales bulletin.

Take the strings off the Post Office. The Post Office has tried at times to be promotion-minded, but every time some selfish lobby has stopped it, claiming the Post Office had no right to sell a "form of advertising". That is the bunk! The mails are used by all types of advertisers including those who advertise in publications. Let's grow up. Be modern. Let's sell the Post Office services just like any other business.

Those three steps, Mr. Congressman . . . if taken soberly and sanely would solve a lot of the headaches.

- One: A balanced structure between Governmental functions and service to the public.
- Two: Equitable rate fixing by a Commission.
- Three: Establishment of a Sales and Public Relations Division.

These are my suggestions—after thirty years of using the mail, after more than twenty years of close and friendly contact with the Post Office, and after attending countless hearings where the axe-grinders wailed and moaned.

Sincerely,  
Henry Hoke



ORCHIDS, COURTESY ASSOCIATED ORCHIDS INC.—DIRECT-COLOR PHOTOGRAPH BY VICTOR KEPPLER, NEW YORK CITY.

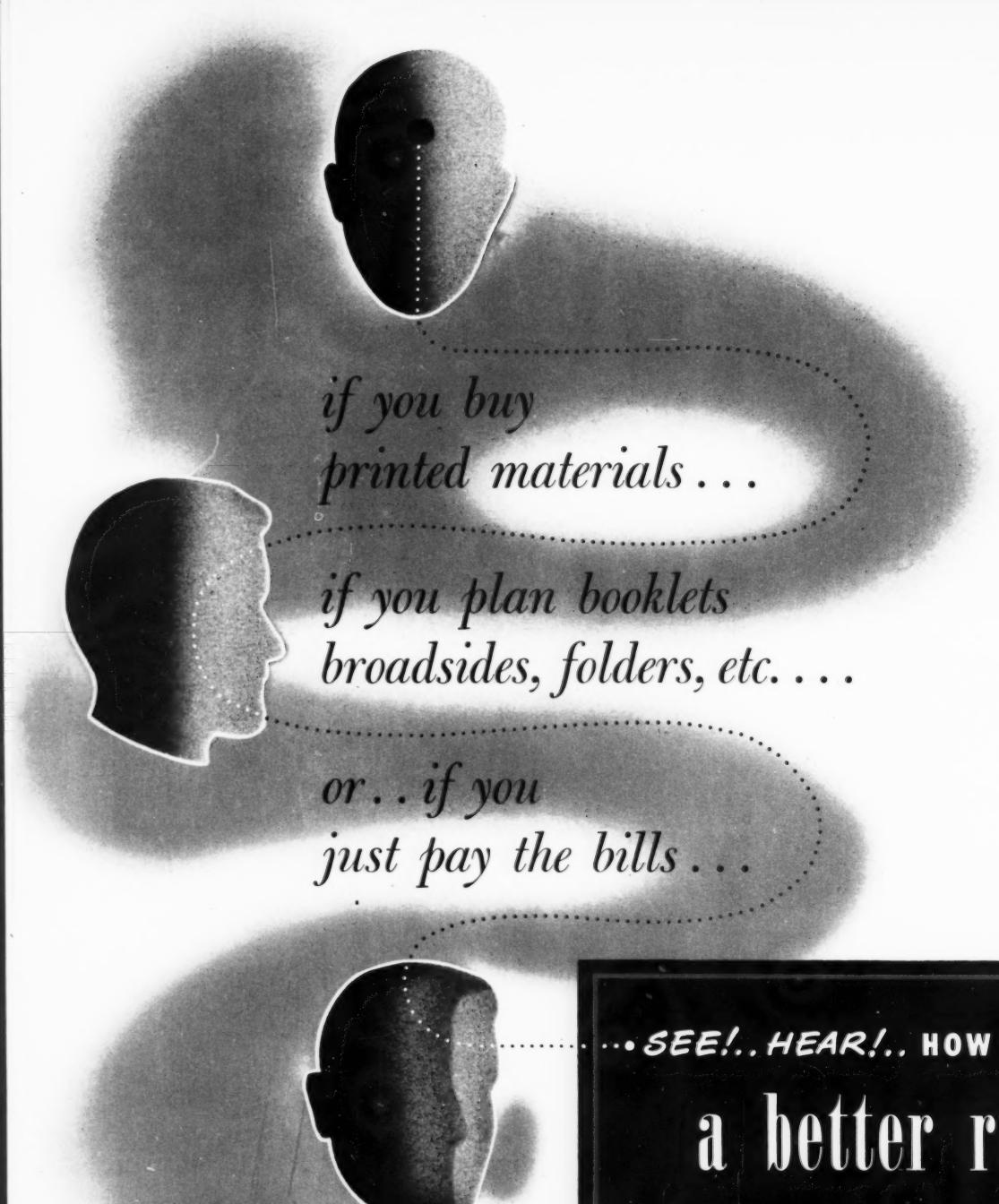
## *A pointer for a sales trail...*

In the jungle, glowing yellow *Cattleya* orchids are called "the flower of direction". Natives often cut and point clumps of the bright blooms to blaze a trail through dense undergrowth.

In selling, too, outstanding color is a valued guidepost... color attracts... color points the way. The compelling power of rich color and texture is part of the reason why more and more

advertisers are now turning to offset lithography.

With four-color lithography, you can blaze a sales trail that will lead more customers to your door. Offset offers realistic color, on almost any texture of paper, with unusual speed. Where else can you get *a better run for your money*? If you would like to learn more about many other advantages of offset, don't miss the message on the next page.



*if you buy  
printed materials . . .*

*if you plan booklets  
broadsides, folders, etc. . . .*

*or . . . if you  
just pay the bills . . .*

*a new Harris movie . . . entitled*

“A Better Run for Your Money” . . . shows and tells why, dollar for dollar, lithography puts more sales punch into printed messages. Arrange now with your lithographer for a showing to your own department, club or association—or write us direct. Harris-Seybold Company, General Offices, Cleveland 5, Ohio.

• **SEE!.. HEAR!.. HOW TO GET**

**a better run  
for your money**

# How



## Use Direct Mail

in circulation and  
advertising promotion

by William Baring-Gould

We at TIME, LIFE and FORTUNE are under no illusions that we know more about Direct Mail than a lot of you. I don't believe there is a user of Direct Mail who hasn't learned a lot of things we wish we knew.

What kind of things? Well, I definitely do not mean the kind of things a speaker or writer on Direct Mail all too often dishes out to those who use the other forms of advertising.

You all know the kind of speaker I mean—the guy who tells you that in Direct Mail advertising all you have to do to increase your returns 12½% is to use shocking pink ink on a card that's apple green. Makes no difference what you're selling—paint, patent medicine or a thirty-volume encyclopedia. Take it from him, he knows. Cause why? Cause he made a split test of 4,000 business names on Tuesday, March 28, 1937, and the apple green card printed in shocking pink ink did 12½% better than the shocking pink card printed in apple green.

You as professional Direct Mail people know how foolish it would be for me to try to offer you any such magic formula as an apple green and shocking pink card, even if I had one. You know very well that the things we do at TIME, LIFE and FORTUNE may not work for you—and you are also well aware that what works for us today may turn out to be a most colossal flop when we try the same thing tomorrow.

On the other hand, it seems to me that the Direct Mail business will rise or fall in proportion as you and

I can make Direct Mail more profitable to those who pay for it. And one of the best ways I know to make Direct Mail more profitable is for us to get together and swap experiences.

And so, with no further apology: I will tell you how we at TIME, LIFE and FORTUNE use Direct Mail, and what kind of Direct Mail we use. Magic formulas and royal roads to a 45% return aside, I most sincerely hope that somewhere in our experience you may find an idea that looks good enough to you to test—repeat test—on your own product or service or cause—and to keep on testing until you know from your own experience how your own product can best be promoted by mail.

First of all—we think that a letter should be just that, a letter—a communication from me to you, un-

like the newspaper or magazine advertisement or radio commercial which is a message from me to you and you and you.

When you find a letter in your morning mail you approach it in a totally different frame of mind than you do when you read an advertisement in a newspaper or magazine. That is why we at TIME don't think it is very good business to send out a letter which is set in type and printed as if it were going to run in a publication—or a letter which is pretty obviously mimeographed—or a letter with a signature which is pretty obviously not signed. Instead, we use the best bond paper we can afford and spend a lot of time and effort with the processing of our copy. We also use a plate that reproduces the signature in a reason-

(Continued on Page 14)



### William Baring-Gould . . .

**REPORTER'S NOTE:** William Baring-Gould is no stranger to REPORTER readers. A digest of one of his talks appeared in a past issue. He is Circulation Promotion Manager of Time. He was guest speaker at March meeting of the Philadelphia Direct Mail Club and repeats his performance at April meeting of Hundred Million Club. Even the Time, Life and Fortune mail millions of letters . . . what Mr. Baring-Gould has to say applies to all us ordinary folks who number our mailings in the hundreds or low thousands. You'll want to read this digest several times . . . and keep it in your idea file.

able facsimile of blue fountain pen ink.

We know we're not fooling a soul into thinking he is receiving a really personal letter from TIME, a letter written for him especially—but we do try hard to give our letters the aura of personal mail, to keep from doing anything that will make the prospect stop and think that our letter is what a very little thought would tell him it is: part of a mass mailing.

Now, of course there's a lot more to making a letter seem personal than just the way it looks. There's the tone in which it is written—and there's what the letter says right at the beginning.

The formula school of Direct Mail will tell you that you can't go far wrong with a letter that begins something like this: "Here is your opportunity to buy a Brockmorton toothless brushless toothbrush at the lowest price in Brockmorton's history." And I don't say that a letter beginning that way may not sell a lot of toothbrushes. But it seems to us that instead of beating our prospect over the head with a bargain—right in the first sentence of the letter—we should try to establish the fact that we have some special right to send this letter to him at his home or at his office.

We try to ask ourselves questions like these: "What do the people who are getting this letter and our company have in common? What are our mutual interests? What are our mutual dislikes? What do we agree should and should not be done?" And we find, if we can answer these questions, it is not so hard to write a beginning for our letter that will immediately establish a common bond between our company and the people to whom we are writing.

#### **Establishing a Bond**

One of our circulation men once wrote a letter to nurses inviting them to subscribe to TIME. He began it, quite truthfully: "My wife trained at Brooklyn Hospital." The same fellow began a letter to clergymen, again quite truthfully: "Reverend Sir—TIME's Editor, TIME's Managing Editor, TIME's Religion Editor and TIME's Business Manager are all sons of ministers. And so am I."

Of course, these are examples of letters in which you try to find your

bond with the reader in his business or profession—and in advertising as well as circulation promotion we sometimes use this technique when we are using Direct Mail advertising.

Here, for example, is a mailing the Advertising Promotion Department of TIME sent recently to insurance men. Its title: "Some Names We Have in Common". Through the die-cut in the cover the insurance man sees something with which he is certainly very familiar: the Life Insurance Agency Management Association's own Persistency Rating Chart showing the people on whom it is most profitable for insurance salesmen to focus most of their sales effort. We go on to show that this market is almost identical with TIME's readership.

#### **Specialized Letter**

Now sometimes this business of opening with a reference to the reader's vocation works with us—and sometimes it doesn't. I personally have never been able to write a special letter to the Protestant clergy which did any better than a general letter. To the Catholic clergy, on the other hand, this letter did better than a general letter. It opens with a quotation from a professor of Smith College: "I am not interested in courses in religion. Any student is a student of religion whether he knows it or not".

Occasionally we write to the women who have charge accounts at the better department stores across the country, and here again I personally have never been able to write a special letter that outpulled a good general letter. I figured that maybe this was because I happen to be a man, so I turned the job over to my assistant, who happens to be a woman. I'm sorry to say she had no better luck than I did, though the men in our office thought she had written the perfect woman's letter.

Sometimes you can find a successful opening sentence in a reference to the geographic section where certain prospects live. Here, for example, is the sort of letter we write when we are inviting Canadians to subscribe to TIME: "You have been helping to make NEWS one of the Dominion's biggest exports". This letter pulled exceptionally well for us—so well that we wondered if an

adaptation of it might work as well in this country. We tried such a letter in the great state of California: "You have been helping to make NEWS one of your state's biggest exports". The letter did all right—that is, it brought in exactly one more subscription than the best general letter we were using in California at that time.

Our conclusion is that when a specialized letter works, it works exceptionally well—but that we can often waste our energies in trying to get *too* specialized, that we can sometimes do just as well by writing a more general letter, one in which we try to find our common bond with the reader in the current news itself.

For one thing we are pretty sure of is this: No one, whatever his occupation, whatever part of the world he lives in, is ever going to subscribe to TIME unless he is interested in the news—and so, in these more general letters, we try to be interesting about the news of the weeks and months to come, the news we think our prospect will be able to follow and understand better if he accepts our invitation to subscribe to TIME.

There is one such letter in which we use actual quotes from prominent people about the shape of news to come. Sometimes, of course, such quotes are hard to come by—and then we have been known to get out our crystal ball. One letter went out in November 1947 and began: "They found Adolf Hitler on December 29, 1947. He was crouching in a wine-cellar in Corrientes, Argentina, babbling like an idiot and fingering a golden swastika". You'll note, however, that we are careful to point out that if any of our predictions come true, no one will be more surprised than ourselves. But while the news we have dreamed up in our letter may never come to pass, the news ahead *will* be exciting, important, perhaps perplexing—and TIME is a good way to follow and understand it.

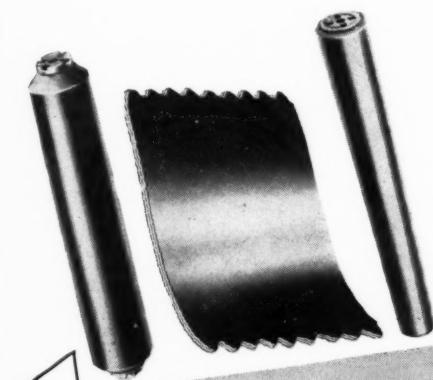
After we have tried to establish a mutual interest in the news in letters like these, we usually go on to talk—for about 60% of the letter—not about us, but about the news—the interest our prospect shares with us. I suppose this is what Elmer Wheeler means when he tells us to "sell the sizzle—not the steak." A TIME new-subscriber letter was built around the

*(Continued on Page 16)*



## the secret of finest quality

### MERCURY PRODUCTS



MERCURY-GRAPH ROLLERS  
for Multigraph duplicating machines

MERCURY-LITH ROLLERS AND BLANKETS  
for Multilith printing machines

Here's the secret of finer quality from your office printing machines — use Mercury accessories. They're precision-built to give you longer service and better reproduction in the jobs you turn out. And they're made with new, sturdier coatings, developed after years of research, in the laboratories of the Rapid Roller Company. The improvement these new coatings make is immediately apparent in the sharper, more vivid impressions you get from your machines — and in the thousands of extra copies Mercury products turn out. To be sure of the best — be sure you order "Mercury."

**RAPID ROLLER COMPANY**

D. M. RAPPORT, Pres. Federal at 26th St. CHICAGO 16

menace of Communism—a letter we call "Iron Brooms." TIME is not even mentioned until paragraph eight. Indeed, only about 30% of the letter talks about TIME as a good way to follow and understand the news. Then about 10%, or even less, is devoted to playing up the introductory rate we offer to new subscribers and urging them to act on our offer immediately.

So much for selling copy—now let's talk about letterheads and outgoing envelopes and business reply cards and some of the other elements that go into any well-planned mailing.

### Letterheads

We frequently use illustrated letterheads. One for our first "Give TIME for Christmas" letter mails in September, so the motif is south-bound geese, plus the opening lines of Kurt Weill's much-loved "September Song". Silver and gold coins illustrated the letterhead FORTUNE used when it devoted an issue to the subject of Money at Work. Speaking of money, there is one booklet from TIME Advertising Promotion called "The Efficient Advertising Dollar". It's just the size of a dollar bill, and the artwork and color of the printing ink tries to carry out the appearance of a dollar.

Atomic laboratory signs illustrated a FORTUNE letter which began: "You have a stake in seven uranium mines . . ." On TIME our illustrated letterheads frequently take the form of cartoons. Merchandising let-

ters are prepared by TIME and sold to TIME advertisers, who mail them with copies of TIME to their own salesmen and dealers. These letters, of course, attempt to show that "things happen when the story's in TIME"—whether the story appears in our editorial or our advertising pages. In one particular letter we told how TIME ran a Science story on a bird called the bristle-thighed curlew, with a lighthearted footnote which read in part: "Not to be confused with the tufted dowager, the red-eyed crosspatch, the all-night thrasher or the ruffled spouse."

That letter went on to tell how TIME readers set right out to go our footnote one better by gleefully adding to the list such feathered friends as "the bleary-eyed hangover, the vested interest, the landed gentry and the buff-tinted due bill."

We've also been known to use trick letters of various kinds—but here a word of caution may be necessary. To the best of my knowledge, no trick or gadget of any kind has ever *inspired* a TIME, LIFE or FORTUNE mailing. Always, the copy theme comes first—and the trick or gadget has come almost as an afterthought—a way of adding drama or interest or excitement to the copy theme we have already decided upon.

For example, in August, 1940, when the Nazis were running roughshod over Poland, Norway, Denmark, Holland, Belgium, Luxembourg and France, we wrote a TIME letter which began: "The Nazi blitzkrieg has swept

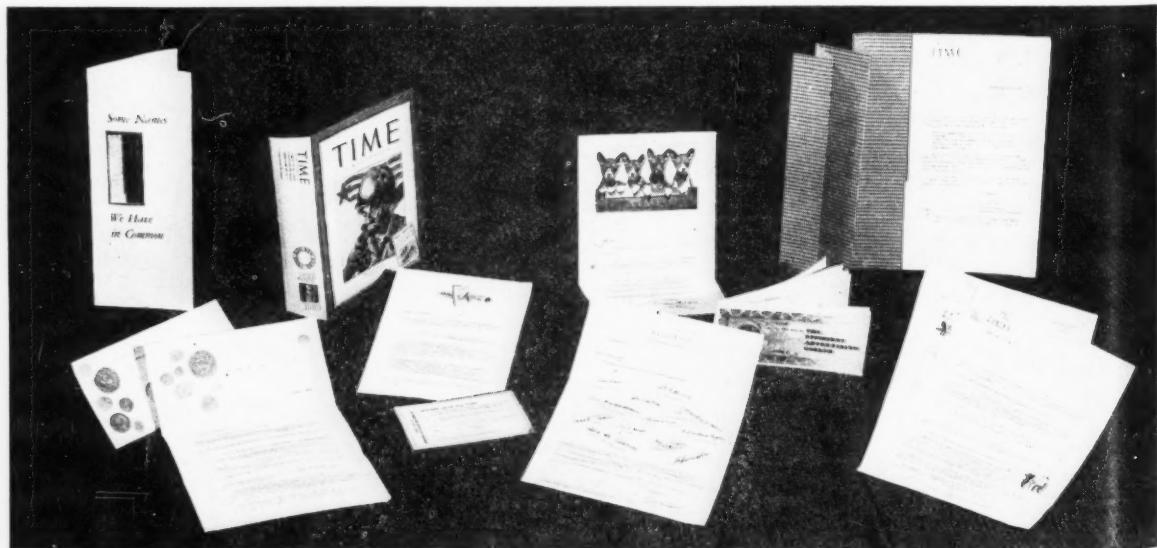
like a flame." Just as it stood, it was a pretty satisfactory letter. But actually burning the edge of the paper turned a good idea into what seems to me to be a brilliant one (I can say that because the idea wasn't mine).

In another TIME merchandising letter—one in which we try to dramatize the fact that the income of TIME-reading families is almost double the national average, there really are 7,646 dollar signs reproduced on the folding letterhead—the number of dollars the average TIME family has to spend in a year. Another merchandising letter uses a trick—a thumbprint reproduced just as it would look if the writer of the letter had actually got his digit into a pad of ink. Point of the letter: "Every week 3,000,000 readers put their thumbprints on the pages of TIME."

A LIFE letter begins: "If you lift this cover . . ." and the reader finds that he actually can lift the cover of the miniature copy of LIFE pasted to the letterhead. There's audience participation in one of TIME's advertising booklets; it's called "Open Any Door" and the reader finds that he *can* open any door in the printed picture.

"Sometimes the news is good and sometimes the news is bad—and we like to think TIME helps you see when the future is going to be rosy and when it is going to be blue": that's the theme of a letter, for which the letterhead is split down the mid-

(Continued on Page 18)



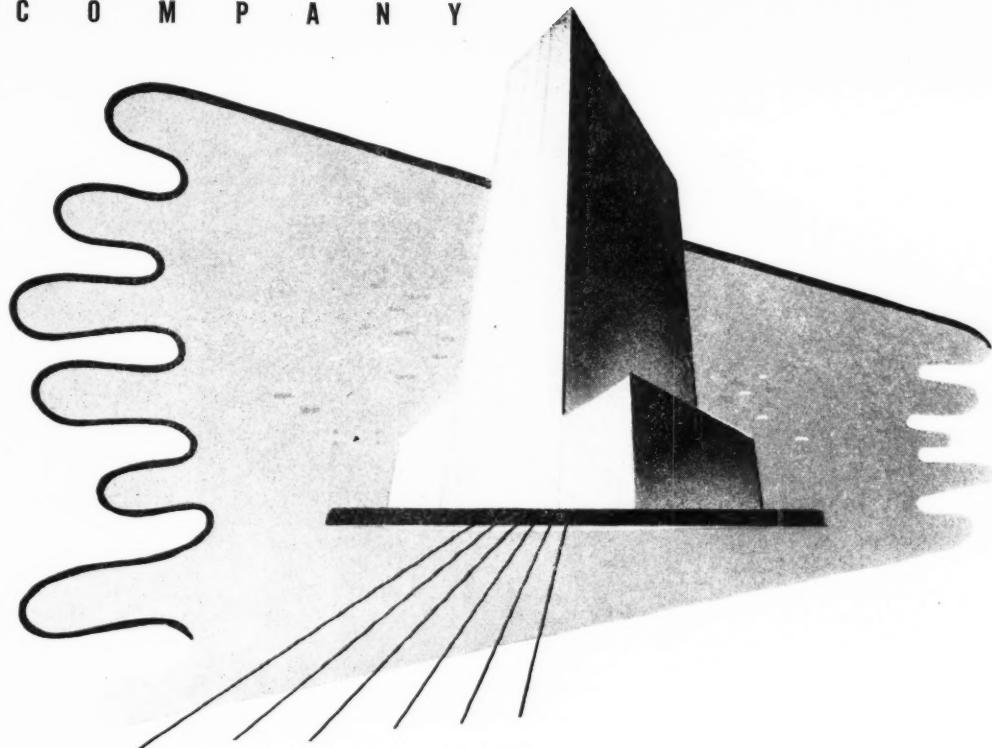
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W E N S H E I M E R



## THE ART OF "KNOW HOW"

M A G I C  
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in the preparation of Direct Mail  
that really does help sell merchandise.

Over 40 years experience in successful  
planning, creating and producing,  
all under one supervision, effective printed  
Direct Mail Salesmanship, from the idea  
through the completed single piece  
or entire campaign.

(When desired we collaborate with customers  
in development of their own ideas.)

Call, or write us.

Creative Artists • Photo Engravers • Printers • Offset Lithographers • Binders

1322 SOUTH WABASH AVE. • CHICAGO 5., ILL. • HARRISON 7-3880

dle, printed with a red background at the left, a blue background at the right.

We like to think these are all effective examples of the tricked-up letter.

### Envelopes

Our covering envelopes, of course, tie in with the letterhead design whenever we use a special letterhead, but most of our TIME mailings go out in same type envelope: window envelopes, with the prospect's name and address typed on the card inside, and the card inserted so that the name and address show through the window. We mail third class, using a one cent business permit indicia, and a special envelope on which we hold the patent. It's a pennysaver, but the flap is longer than normal, which helps to give the impression that we are mailing first class.

Just after the war was over we used a rather unusual envelope. We were writing to veterans, hundreds of thousands of whom had read TIME's Pony Edition overseas. We wanted to remind them as quickly as we could that they had read and enjoyed this edition of TIME when they were in the services—and we used an oversize envelope that reproduced an actual TIME cover—Bill Mauldin's "Willie." In essence, the envelope looked just like a miniature copy of TIME, with the cover printed on the side which normally carries the address, and the address typed on the flap side which is normally the unused back of the envelope. This envelope worked so well on our mailings to veterans that we wondered if a general version would work as well on mailings to other names. This time we used TIME's Fred Allen cover—and the envelope *did* increase returns—but not enough, I'm sorry to say, to make up for the additional costs of using such an expensive envelope.

### Folders

We've had somewhat this same experience with folders on TIME. One we thought pretty good, observed all the rules for effective Direct Mail circulars. It gave a picture of the product, actual size—it was packed with testimonials from satisfied users—it had a coupon on page four in case the prospect lost his order card. Like the Fred Allen envelope, this circular increased returns for us on many

mailings—but, with one exception, the increase was not enough to pay for the extra costs of the folder.

Of course, this folder was an expensive job—coated stock, four color plates—and we naturally tested a less expensive folder. Even though the second folder cost about a third as much as the big one, it still did not increase returns sufficiently to pay for including it in the vast majority of our mailings. I should point out, however, that it worked just about as well for us as the big folder which cost so much more. Perhaps this means that in these price-conscious days all of us might do well to review our effective efforts and see if we can devise some way to make them work as well at less cost without sacrificing quality.

What I've said about TIME's experience with folders does not mean that a folder and a letter may not be far more effective than a letter alone. A great deal depends on the product. A new product, for example, will usually do better with a mailing that includes a folder which helps to introduce it. The same applies to a mailing for an old product which is going after a new market. Also, the higher the price of your product, the better job a folder is likely to do for you: The more people spend for your product, the more they are going to want to know about it before they make up their minds on the purchase.

But whatever you do, don't try to sell by mail using a folder alone. Test it if you want to—but unless your product is one in ten thousand, you will find that you can do much better with a letter or a letter and a folder.

### Return Cards

One of our typical business reply cards has an airmail back. The experts will tell you that paying airmail postage doesn't increase returns—it just gets them in faster. Our own experience on TIME and LIFE does not bear this out; paying airmail postage *does* increase our returns somewhat on these magazines. But it does not increase returns on our FORTUNE mailings. Perhaps urgency has a great deal to do with it. Since TIME and LIFE are weekly magazines, and newsmagazines in addition to that, the prospect who decides to try our product naturally

wants it to start coming to him as soon as possible. This urgency factor just isn't present to the same extent with a monthly magazine like FORTUNE.

### Collection Letters

Our return cards offer billing privilege, and this of course means that we have to mail out a great many collection letters every year on all our magazines. For letters like these we're sold on the goodhumored approach.

On TIME particularly we like to use ideas that grow out of the news. One letter started off from the news report that cafe owners in Oklahoma City have opened a school to teach their waitresses to smile pleasantly. Smiling waitresses, we say, have a good deal to recommend them—and we feel the same way about collection letters. Another letter talked about those little dogs from Africa called Basenjis. They neither bark nor yelp—they only softly "groo." "TIME never barks either," we say, "about overdue bills like this one—but please pay up so we can stop 'grooing' to you about it in the mails."

FORTUNE says: "Here are some honored signatures" — those of Thomas Jefferson, Charles Dickens, Abraham Lincoln and nine others are reproduced—and we think a lot of your signature, too. We were glad to honor it on the subscription order you signed recently—and now we'd appreciate having another sample of your John Hancock on your check to cover the enclosed bill." Another FORTUNE letter bears the penciled note "I O U for one FORTUNE order"—shows you picture of five erasers—and adds that the best way to erase the I O U is to send your payment back with the enclosed bill.

### Thank You Letters

Saying "Thank you" when you get the order can be one of the most important phases in the Direct Mail relations between any company and its customers. We all know that there is no time when we are so anxious to absorb information about a product or service or cause as at the time when we have just agreed to pay our own good money for it. We want information to justify our decision in our own mind and in the minds of others. So instead of just saying "Thanks for the order" why not take advantage of this trait in human nature and say a little more.

Take your customers behind the scenes, perhaps, and show them how you are always trying to use the money they pay you to better your product or expand your service or help more people with the cause you are promoting. That, at least, is what we try to do in the letters with which TIME acknowledges both new and renewal orders.

Like most other organizations, of course, we can't get along on one order per customer. It's the reorder that counts. Of course, how well people will reorder depends first of all on the worth of your product. But assuming that your product is a good product, it may also depend to some extent at least on how well you have cemented your relationship with the users of your product during the period of use.

Before the war we used to make it a policy on FORTUNE to send out a very special kind of letter several times a year, and one such letter a year on TIME and LIFE. The point of these letters was that they didn't ask the recipient to do anything. They didn't ask him to renew his subscription or pay a bill or suggest other possible subscribers or give a Christmas gift. All they did was to give him some news about our company. By so doing, we wanted to make him feel that we honestly were interested in him beyond the dollars that we were getting out of him.

Costs are such these days that we can't send out letters like these as often as we'd like to—and it's not so necessary now that TIME carries a "Letter from the Publisher" in every issue and LIFE carries a similar "Publisher's Letter" very regularly. When we have something that we think is uncommonly interesting or important to our readers, however, we still write and tell them about it. And we're convinced that such cultivation efforts have a very real effect on maintaining our renewal percentage.

Of course, it is important in writing letters like these that you have something to say which really is important. Our best response to such letters have come on those occasions when we had the best reasons for writing them—in 1938, for example, when TIME was celebrating its 15th birthday, and again this year when FORTUNE announced a sweeping change in its editorial policy.

#### Renewal Letters

On TIME the renewal series itself now consists of 9 letters. They are mailed at three week intervals, with a few minor exceptions, starting some weeks before the subscription is due to expire. The subscriber who responds to none of our mailings gets six letters while he is still receiving TIME on his original subscription, a cut-off letter, and two after-dropping letters. I ought to point out,

however, that very few of our subscribers get so many letters from us—almost half have renewed their subscriptions by the time they are due to receive our third letter.

In general, these letters follow the pattern of our new subscriber mailings. We recognize that some readers are clergymen, and write to them as such. We recognize that others are educators, and write to them as such. But most of our renewal letters, like our new subscriber mailings, talk first about the news and then about how TIME reports the news. Occasionally we use special devices in our renewal series, as in our new subscriber mailings. The first letter in the TIME renewal series "pays the freight" to get the renewal order back—in the form of a three cent stamp tipped to the letter. We use the newest commemorative stamp in each letter to tie-in, as we always try to on TIME, with something new and newsy. The letter which goes out just after an unexpired subscription has expired is printed on the back of the cover of the first issue of TIME that the subscriber isn't going to get, because he has let his subscription lapse. We've used miniature letters in our renewal series (which will help to answer the charge that we never write anything but two or three or even four and five-page letters)—as well as Jumbo-sized letters.

Our Advertising as well as our Circulation Promotion Department strives to use Direct Mail for that part of its selling that can be done better by Direct Mail than it can in any other way.

TIME Advertising Promotion is constantly surveying our own readers and many other groups. Again, we try to use the light, friendly, personal approach which we think pays off for us better than any other.

To sum up, we like to think that our whole Direct Mail operation is aimed *not only* at getting all the immediate, direct, tangible returns we possibly can (whether we are making a subscriber survey or asking someone to buy our product for the first time) but *also* at building a unique and lasting and friendly and almost personal relationship between our company and the people who are important to it—our readers and our advertisers.

## Salute To a Congressman . . .



The penny postal card has a staunch supporter in Congress. Here is a statement issued by Edwin Arthur Hall of the 37th District of New York (Binghamton).

The proposal of the Postmaster General to double the penny post card rate is the best way I know of to make the poor man carry the Post Office deficit. Frankly I'm against it.

I suppose they are excusing themselves for making this outrageous proposal by stating this increase is the only way they can give their personnel a raise. That is pure bunk.

Millions of people save hard earned dollars each year by resorting to the penny post card for sending their messages. It is the only reasonable means of communication left. Why shouldn't people be able to save postage?

I say leave the penny post card at 1 cent. It is an American institution. Don't destroy it.

I predict that little additional revenue will come to the Post Office Department if Congress approves this increase. Folks will cut down on the post cards they send by over half.

The time honored service which our Post Office Department has always given will suffer. The greatest good to the greatest number is their motto. Cutting out the penny post card will destroy this motto.

# Good Copy Has Direction

John and Bill Yeck

**REPORTER'S NOTE:** John and Bill are members of the only writing "team" I know in Direct Mail. They both write exactly alike . . . at least neither one will identify individual pieces of copy. Even when I asked for an article . . . it must be signed by both. They are turning out some of the best letter copy in the country from their headquarters at 202 Talbott Building, Dayton 2, Ohio.

A psychology professor once told us, with all the confidence of one of his sophomore students, "If you put a bunch of monkeys in a room with enough typewriters and enough paper, sooner or later they'll reproduce all the literature that has ever been written . . . just by random punching —purely by chance."

We don't believe it.

Good literature isn't written by chance. It has *direction* right from the word "go".

Good copy in advertising needs direction, too.

When Henry Hoke asked us to write a series of pieces on copy for THE REPORTER and we said, "Well, we'll start a series, anyway," we had visions of articles headed, "The Importance of Imagination in Copy"; "Humor in Copy"; "Conversational Copy", and others like that . . . *Technique* used in putting-words-together.

Then we sat down to put first things first. We began to plan. We started to draw up a schedule of subjects to write about . . . and we realized that the most important thing about copy is the plan . . . the direction.

For good advertising copy doesn't "just grow," like Topsy. Copywriters don't keep their merchandise in stock like a grocer. Every piece of copy

is written with a purpose . . . a goal. It's a working man, with a job to do. That job is always the same:

*"Good copy takes the prospect from where he is to where you want him to be."*

It may be pedantic and multi-syllabic; it may be breezy and bright. It may be dignified and starchy as a banker, and it may holler 'n cuss 'n clutter up the place wurs'n Irv Cobb. It may be rough and gutty enough to turn stomachs. It may be (and we hope it often is) human and warm and friendly . . . and, above all, the folks have got to be willing to read it.

But the most important thing of all is:

*Does it git where it's goin'?*

Does it take the prospect from *where he is to where you want him to be?*

## What's That to Me?

"That's all very fine," you say, "but here I sit with a blank piece of paper. What does all this talk mean to me?"

It means that before you bother to pull up the typewriter . . . before you get a word on paper you must ask and answer two sets of questions. The first set might include:

Where are my prospects? Where are they in attitude, that is. What kind of folks are behind the names on my list? Have they ever heard of my product? If they have, is their attitude favorable or unfavorable? What do they know about it? What do they think about it? *What do THEY want a product like this to do?* WHY will they buy? Do they buy for economic reasons; for emotional reasons;

because they want "romance"—or to save .000001¢ per piece on production? Have they ever purchased this item before? Have they ever used one like it?

Answer those questions and ten or twenty others you make up yourself. Then you'll have a pretty good idea of *where the prospect is.*

How do you answer these questions? Any number of ways. Look at records. Ask the boss. Ask the salesman (but be careful). As a "last" resort (it should be first), ask some typical prospects.

If prospects are at a distance you might use a simple questionnaire mailing to determine where they "are". If they're close you can do "The Hat Trick".

"The Hat Trick" is the one that Aesop Glim gets all the credit for although he says it started with someone else. It's this: "When you want to find out about prospects, take your feet off the desk and your hat off the rack . . . go out and talk to them."

## From Where--To Where

Very well. You know where the prospect is. Now decide *where you want him to be.*

Where you want him to be after reading this one piece of copy, we mean.

With some items you can plan to make the sale. More probably the best you can do is to get him to ask for more information. Possibly he'll buy on approval. Whatever you decide is practical . . . that's the end of your trail. Write it down.

We know one Direct Mail copywriter who always writes his reply card first. After he's finished that, he knows one thing for sure: *Where he wants the prospect to be.*

## Okay, Relax

Now you know where you are and where you're going. You're like a driver who has spotted his location and his destination on a road map. It's only a matter of "filling in" the distance between.

That's not as hard as one might think. There might even be three or four perfectly good "roads" to travel.

*If you know where you're going, the actual words you use are less important. For even if they aren't*

*(Continued on Page 23)*

The original  
moisture-proof packaged  
utility bond



# Moistrite Bond

A product of The Mead Corporation, Moistrite Bond is only one of a family of low-priced Moistrite papers for everyday business uses. Others are Moistrite Mimeo Bond, Moistrite Ledger, Moistrite Opaque, Moistrite Duplicator.

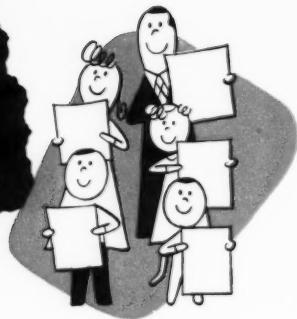


**THE MEAD CORPORATION • "Paper Makers to America"**

The Mead Sales Company, 230 Park Avenue, New York 17

*Sales Offices:* Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

# Meet the Mead Paper Family



If you like the appearance, the printability, and the low cost of Moistrite Bond and the other Moistrite business papers, you will get equal satisfaction from each and every one of the many papers in the Mead line.

The Mead Corporation, "Paper Makers to America," makes a widely diversified line of printing papers. There is a Mead Paper for every printing process, and for practically every purse and purpose.

The Mead line of watermarked business papers, for instance, includes Mead Bond—*The Bond of American Business*; Mead Mimeo Bond; Mead Duplicator; and Mead Ledger.

Standardized products of The Mead Corporation for publications, catalogs, folders, and other pieces that involve long press-runs are Mead Opaque and Mead Moistrite Offset.



Under Mead coated papers, you will find such well-known brands as Mead Process Plate, *The Economical Process Coated Paper*; Mead D & C Black & White; Mead D & C Printflex Cover; Mead Richfold Enamel; and Mead Richgloss Offset Enamel.



In the field of fine bristols, indexes, covers, and blanks are such outstanding Mead Papers as Wheelwright Olympic Bristol; Fiberfold Bristol; Strongheart Index; Spotlight Cover; and Leatheright Cover.

In addition to these popular printing surfaces, "Paper Makers to America" offers a wide range of specialties, including Mead Heat-Seal Label Paper; Mead Locker and Home Freezer Paper; Laminated, Impregnating, and Waxing Papers.

Rely upon printers and Mead Merchants the nation over for "the best buy in paper today."



**THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"**

**MEAD**  
**papers**  
ESTABLISHED 1848

The Mead Sales Company, 230 Park Avenue, New York 17

*Sales Offices:* Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

(Continued from Page 20)  
brilliant, they're headed in the right direction.

We'll take a Model T Ford over a '49 Cadillac V-16 any day, if the Ford has a steering wheel and the Cadillac hasn't.

Power isn't worth a darn without direction.

So don't analyze advertising copy for lyrical qualities alone. Next time you're ready to say, "Gee, that's almost poetry"; or "That man's a wizard with words"—Stop. Check first and see if the plan is there. Is his copy designed to move readers from where they are to where he wants them to be . . . or just to move them?

The difference in pay between poets and copywriters is not an accident. Copywriters make people cry for Castoria. Poets make people cry, period.

Plain, simple, one syllable words will do a fine job for you . . . if you start them in the right direction and keep them moving.

The overdressed fisherman with Abercrombie and Fitch tackle who doesn't understand the fish can't hold a candle to a country boy with a bent pin and an angle worm *if the boy's where the fish are, and the fish want worms.*

In advertising, as in fishing, it's the taste of the fish and not of the fisherman that counts.

### Old--But Good

Actually, the libraries are full of books written to tell you how best to get prospects "going your way". Few, if any, have made the guide posts any clearer and easier to remember than Henry Hoke, with his

Picture—of what you know the prospect wants. \*

Promise—that you'll get it for him.

Prove—that you can (be specific).

Push—him into action. Tell him what you want him to do.

That's a good pattern to follow . . . if you need a pattern. Some writers get their starting point set-

tled; "put themselves in their prospect's place," and write their way to their destination. Better not try that.

It usually pays to "draw a map" . . . that is, make a short outline of the steps your letter or copy must take to go from "A" (the place the prospect is) to "B" (the place you want him to be). That helps keep your copy logical.

If you aren't careful—if you don't "draw a map", or follow a pattern either on paper or in your head, your copy may lose direction. It may be "brilliant". It may even win prizes. But it won't do a sharp, hard-hitting, selling job. It won't fulfill its original purpose. It'll be right in step with the old explorer who said, "Can't say as I was ever lost, but I was bewildered once for three or four days."

A straight line is still the shortest distance between two points . . . and the BIG question to ask about copy is: *Did it git where it was goin'?*

**PRINTING**

... for **Excello** provides

the "know how" to assist you in organizing

your art and copy . . . determining

your method of printing . . . producing your work

economically and quickly. Publications,

catalogs, booklets, direct mail from black

and white to full color . . . Now over one million

impressions a day.

Make your next job

**Excello Press** INC.

**ACE** high in quality.

**Van Buren 8790**

LITHOGRAPHERS • PRINTERS • BINDERS • 400 NO. HOMAN AVENUE, CHICAGO 24, ILLINOIS •



THIS IS A DMAA BEST OF INDUSTRY AWARD WINNER FOR 1948

# DIRECT MAIL HELPS SOLVE STEAM PROBLEMS

by James M. Stewart, *Associate Editor*

To most people, steam is a hot, white, wet substance; to a few it is the invisible vapor emitted from boiling water; but to Sarco Company, Inc. . . . it's big business. Something that can be trapped, measured, blended, strained and turned on and off.

Sarco Company, 350 Fifth Avenue, New York 1, N. Y., is a leading manufacturer of steam trap and temperature controls. They sell a wide variety in many different industries. And are in the pleasant position of not having to spend too much time selling the quality of their product. Their main job is to develop new engineering ideas and uses of Sarco products for the varied industries with steam problems.

An appropriation of \$112,000 was allotted to advertising for 1948-1949. Of this, \$37,000 was used for Direct Mail. The rest for ads in the horizontal trade papers, each of which

reaches steam users in various industries. The ads and large mailing pieces are prepared by Sarco's agency, W. L. Towne. But the overall plan has been developed over a period of years by Sales Promotion Manager G. A. Binz.

The purpose of Sarco advertising is four-fold.

1. To get steam and industrial engineers to think of Sarco first in connection with any problem involving steam traps or temperature control.
2. To extend the use of little-known products and applications.
3. To point out the technical points of superiority of Sarco products compared with competitors.
4. Through inquiries, to stimulate expanded efforts in selling

by our manufacturer's representatives.

The Best of Industry Award was given for work done during the 1947-1948 period.

Backbone of the campaign consisted of six self-mailers in two colors. Each sent to Sarco's list of 18,000 customers and prospects. Attractively illustrated and laid-out. Business reply card enclosed. Form 3547 (return of undeliverables) was used on all six. Printed indicia also.

The folders, done by offset, picture applications of Sarco products. And photos of the products.

Another mailing piece was sent to the complete list. A three-fold, heavy stock folder with window in front. Name and address stenciled on attached reply card inside shows through. Sells the idea of making

(Continued on Page 26)



Photo by Eiger

THE REPORTER OF DIRECT MAIL ADVERTISING

hot water with the excess steam that is so abundant in many plants . . . without having to pipe in hot water.

This piece was also used to answer related inquiries.

Sarco's list of 18,000 names is kept up-to-date by continued cleaning. Half of the list is a result of salesmen's calls.

In April 1948 Sarco sent an orange and black invitation to 2,250 textile manufacturers and 250 manufacturers of mill machinery and equipment . . . to an exposition of textile machinery and supplies in New York. Inside the folder were two tickets. Also Sarco advertising.

On alternate months, between major mailings, Sarco mails stand-up calendars to whole list. Latest ones are printed on glossy Kromekote. Each one a different color. Low-cost, two-color reprints of quarter-page ads are also enclosed.

Inquiries at Sarco are followed-up by mail 4 to 6 times. The name is then put on the mailing list to receive future pieces.

A series that has brought excellent returns for Sarco . . . is made up of various bulletins. They are 4 to 8 pages, yellow and black presentations about different items. Smart-looking folders on coated stock. Holes punched on the side for permanent use. Inside, there's an explanation, pictures and price. Nineteen of them were used in the year.

The bulletins have been a great help in closing sales. Many orders are received as a direct result of these sheets, from people on whom no personal call has been made. Even sells some of the unpriced items this way.

Sarco's internal house magazine, now in its 19th year, is "Sarco News". A four-page offset job, that is mailed monthly to their 200 sales representatives and engineers. A constant guide to better salesmanship with Sarco products. Its timely news items have repeatedly promoted a single new application into a steady volume of business.

Another booklet that is very popular among steam-users is the Sarco Steam Hook-Up Book. Sent out to requests which total in the thousands every year. A guide that shows where and when steam traps and temperature controls should be used.

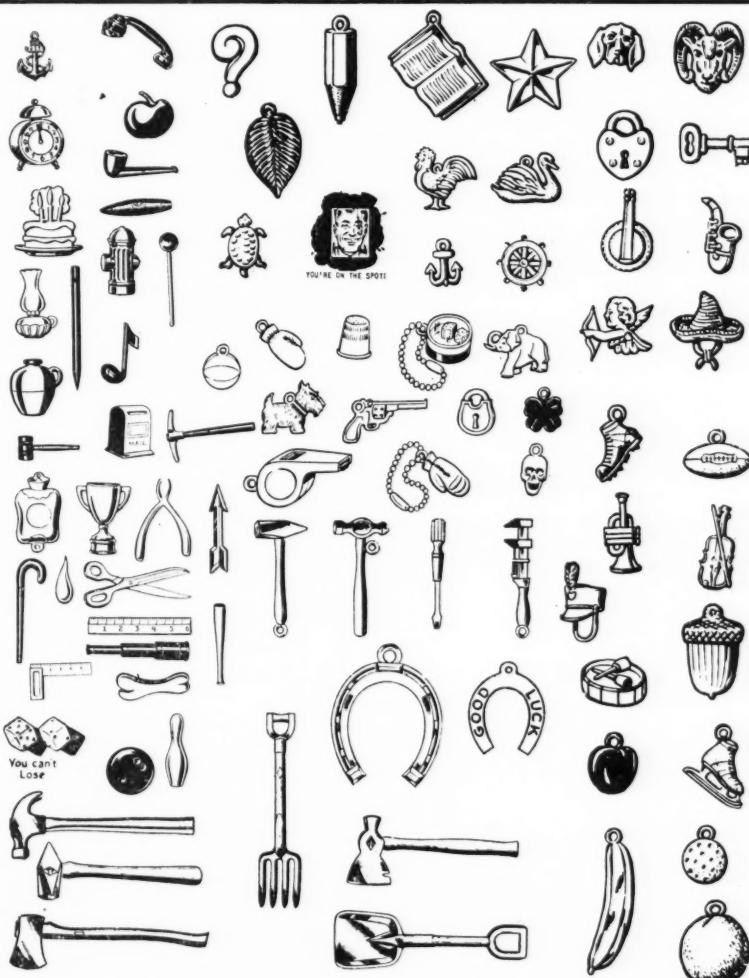
Sarco also uses Direct Mail to show their salesmen how company advertising helps them. A book of reprints of publication ads is an example. Mailed to the representatives and extra copies are given for distribution to good customers. Shows them how Sarco is making it easier to sell their products.

Here's how Mr. Binz feels.

"We use Direct Mail for two reasons . . . (1) because it can reach specific industries not covered by

space advertising, which is horizontal . . . and (2) as a reinforcement and follow-up to the space displays. We've had a similar program going for ten years, and have every intention of continuing in this profitable campaign."

Probably the best answer as to whether the Direct Mail is paying off was answered at a recent sales conference. A survey among the men present proved that results were exceptionally satisfactory.



Letter Gadgets are those hard hitting attention getters to put on letters and circulars to hold the attention and keep them out of the waste basket. These are but a few of the 300 different gadgets I handle which can illustrate any sales point. Send \$1.00 in currency for catalog, kit of 50 samples and lead off phrases to illustrate any sales point, a help to any writer of copy.

Room 735  
111 West Jackson Blvd.

**A. MITCHELL**  
The Letter Gadget Man

**Chicago 4, Ill.**

# One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING  
ONE MAN'S OPINION

"The year 1949 will be a Year of Challenge to Advertising," thinks Edgar Kobak, president of the Mutual Broadcasting System, but he told the Grand Rapids Advertising Club "How Advertising Can Help Meet That Challenge."

Summed up, he thinks "advertising must *first* help calm the fears and uncertainties which people seem to have about the 'American way of life,' and that advertising can go a long way in reassuring people. The *second* job for advertising is good *old-fashioned* advertising with a sales punch . . . better advertising, sounder advertising and more informative advertising."

We go part of the way in Mr. Kobak's thinking. Advertising is not only going to be challenged, it has already been challenged by a large block of the intelligent part of the public and we will go only half way in Mr. Kobak's thinking as to what it will take to meet that challenge. We do not think it is necessary to "calm the fears and uncertainties which people seem to have about the American way of life." What should

concern advertising people are the fears and uncertainties that a large number of people have about the "American way of advertising," and, as we see it, the second step in Mr. Kobak's program is all that is necessary . . . a return to good *old-fashioned* advertising, designed to sell products, goods and service.

However, Mr. Kobak thinks that good *old-fashioned* advertising isn't going to be quite enough to meet the challenge. He says, "to him, it is a little like the poet who said: 'let me write the songs of the nation and I don't care who writes the laws.' " Mr. Kobak is, seemingly, more concerned about the kind of laws that are written than he is about the kind of advertising that is written. "There are indications," he said, "that many interests are at work to have laws written specifically for the benefit of specific groups. That may be good—temporarily—for the groups, but it isn't necessarily good for the whole nation."

With that we agree, but the laws that have been written affecting advertising, and laws that are yet to

be written, were and will be prompted by the *kind* of advertising that has been and will be written.

However, Mr. Kobak is bent on calming people's fear—

"By showing them that even though we have many factions and groups, each fighting its own economic battles, regardless of the others' welfare—there is still enough of unity, enough pulling together for real progress.

"By showing them that any advance in our 'American Way' will depend, to a large extent, upon their adherence to, and improving our present standards of living.

"By showing them that fears on their part, and holding back on their part, and sacrificing of their standards, will *not only not profit* them in the long run—but will act in the opposite direction.

"Having in mind," said Mr. Kobak, "some of the accomplishments of advertising in selling ideas during the war, I haven't the least doubt that this is a job advertising can do," and he thinks that there is already a widespread realization of this belief. He points out that "for some time our leading advertisers and our media of mass communication have been working through the Advertising Council, to sell the 'American way of life'."

He did not comment on the AFA's campaign to make the public realize that Advertising Makes Jobs More Secure, but it probably had his hearty endorsement.

Mr. Kobak did not hit on our line of thinking until the tail-end of his speech, when he said:

"The advertiser who, in the next year or two, takes liberties with the truth in advertising is taking a big chance.

"The advertiser who neglects the higher professional standards, particularly in good taste, and is less than 100% honest, is flirting with failure.

"The advertiser who prints or broadcasts any copy short of the best that can be written will get short of the best in the way of results."

The president of MBS really has something there but he didn't go far enough with it. In our opinion, ad-

(Continued on Page 28)

## It's OUR BUSINESS to Help YOUR BUSINESS

SEND FOR THIS

FREE BOOKLET



First Class Services for  
All Classes of Mail

MAILING LISTS  
Compilation Maintenance  
MULTIGRAPHING  
MIMEOGRAPHING  
ADDRESSING  
Hand Typewriter Stencil  
MAILING OPERATIONS  
MAIL SURVEYS

To make certain that the postman's "homing" ring means more business for you, we at A.M.S., through the operation of specialized mailing services, aid and abet your out-going sales strategy. May we help you dispatch your next mailing? Call or write . . . we'll be happy to serve you!

ADVERTISERS MAILING SERVICE, INC. Kane-Kiernan Organization  
915 BROADWAY, NEW YORK 10, N. Y.—TELEPHONE AL 4-6666

vertisers who take liberties with the truth, who are not honest and who do not use good taste and persist in insulting the intelligence of the public, are not only flirting with failure but are handicapping the efforts of honest, decent and ethical advertisers and causing fear and uncertainties about the American way of advertising.

If Mr. Kobak will listen in on his own and other networks he will get an ear-full of the kind of advertising that is making the public harder to reach with good *old-fashioned* advertising. He will hear claims that insult intelligence above that of a moron. He will hear advertising done into silly songs that irk and annoy intelligent people. He will hear advertising turned into a gambling racket. In short, he will hear the real challenge that advertising must meet.

If Mr. Kobak and other top media men who have taken to the road on speaking tours were more concerned about the *kind* of advertising that is written to be aired or printed, they would have fewer disturbing thoughts about the laws that have and will be written. If they made a few laws of their own, that banned from their networks or publication the kind of advertising that is hurtful to all advertising, the laws, if enforced, might—temporarily—not be so good for their particular group, but in the long run they would be for the good of all groups.

Yours,  
Geo.

## Stop Us If

### You've Heard This One . . .

Our Credit Department might find use for this unique collection letter.

"Now, lookee here, Mr. So-and-So!

A glance at the date of our original invoice will soon enough prove that we've done more for you than your own mother did—we've carried you for 12 months!"

Sincerely,  
UMAKA BISCUIT CO."

—from "Pipe Dreams," h.m. of Universal Concrete Pipe Company, Columbus

\* \* \*

"So you and your son are carrying on the business together, huh?"

"Well, sort of. I run the business, and my son does the carrying on."

h.m. of The Royal Bank of Canada,  
Montreal, Que., Canada

## Four Color House-Magazine Covers

Dress up your company publication with a beautiful illustration. Printed in four colors and ready for use.



You stimulate readership by garnishing your house organ, corporation report, or sales brochure with artistic MCS Covers.

A new cover design issued each month of a timely, seasonal, pictorial, or human interest subject. All are printed on good white enamel paper, from original top flight art work.

Four page covers furnished to you flat in sheets size 17 3/4 x 12 to fold and trim to an 8 1/2 x 11 magazine. Illustration is on page one and the other three pages are blank.

Designs especially executed to allow local imprinting. Different covers may be selected each month, and you can order as small or as large a quantity as you wish. Back numbers are carried in stock for immediate shipment.

The needless expense of individual preparation, art, plates and printing is readily overcome and a good cover used by one company within its own organization does not conflict with another user in an entirely different business.

WRITE FOR SAMPLES AND FURTHER INFORMATION  
Publishers Digest, Inc. 415 N. Dearborn St., Chicago 10, Ill.

## FINER WEDDINGS AND BRISTOLS?

Rising is Right!  
Here's Why—

For perfection of surface, for uniformity of texture and color, Rising Weddings and Bristols are without peer among the world's fine papers. Your printer will advise that the finest Wedding papers are

Rising  
WINSTED • HILLSDALE  
PLATINUM

... in a wide variety of sizes, weights and finishes... for every engraving and printing process demanding quality reproduction.



WHEN YOU WANT TO KNOW... GO TO AN EXPERT!



# Rising Papers

ASK YOUR PRINTER... HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.



## Playing POST OFFICE

By: EDWARD N. MAYER, JR.  
DMAA Past President

March 1949, may some day be known as the month in which more people awakened to an understanding of the costs of "carrying the mail" than at any other time in the entire history of the Postal Service.

It was the month in which a steady and almost continuous stream of witnesses appeared before either the Senate or the House Civil Service and Postal Committees to protest (vigorously) the proposals of H. R. 2945, or S. 1103, which would increase rates of postage on mail matter of all classes except first class and air mail.

We haven't attended all the hearings in either the Senate or the House, nor have we talked to every member of both Committees. But we've heard enough to know that with mighty few exceptions the testimony of practically every witness has fallen into a set pattern. There's been special pleading against every *single* proposed increase, and to quote one of the members of the Senate Committee, it has taken the form of—"I don't care what you do to the other fellow but please don't do anything to me".

Along with this type of pleading has come attack after attack on the rates proposed by Postmaster General Donaldson and mathematical proof that if the rates become effective, many American companies (business organizations as well as publications) will be forced out of business.

But if the witnesses followed a

similar pattern in their attacks on Post Office methods of cost accounting and pleading for their special cause, to the detriment of all others, the questions of Committee members (in both Houses) followed a pattern of their own.

Time after time witnesses were asked for their suggestions on how the Postal Budget could be balanced. If the witnesses were unwise enough to suggest increases in a class of mail they didn't use themselves, members of the Committee involved, were apt to be pretty caustic in their pointed comments.

They were even more pointed in comments about the statements made (particularly by some of the representatives of the newspaper group) that characterized the entire attempt to increase rates as a political maneuver on the part of an administration that wanted to chastise "The Press" for its past and present actions, and at the same time set up a type of economic censorship.

This being a conservative publication, we can't tell you what the Committee members had to say about a column written by the eminent Mr. David Lawrence which appeared (among other places) in the New York Sun of March 23rd. However, we can quote parts of it to you . . . in the hope that you'll be as bored as we were . . . and won't use the same type of approach in your contacts with Congress.

"Every now and then the Russians accuse America of Government control of

thought and of the press. Most Americans laugh off the charges. But every now and then there is a modicum of truth in what the Soviet spokesmen say. In all fairness—if conscience is still to be our guide even in international debate—it must be conceded that the press and radio as well as the movies in the United States are subjected to forms of actual and potential censorship. These are by no means limited to such worthy restraints as the prevention of libelous statements or curbs on the use of obscene language.

"Thus the Truman administration, under the pretext of a need for increased revenue, proposes an increase in postal rates which, it has been brought out in testimony before congressional committees, would put out of business many publications and impose such heavy financial burdens on others as to place the entire publishing industry at the mercy of the Government's licensing power.

"The license to use the mails are, of course, within the power of the Government to grant, but when a licensing power is abused the motives behind such a penalty need to be explored. The excuse or pretext now is that the Post Office Department has a deficit.

"For many decades the postal rates have been low because the Government wished to follow out the letter of the Constitution and promote the distribution of educational material. Now, when weekly and monthly magazines reach 35,000,000 buyers and daily newspapers reach over 52,000,000 buyers, the Government introduces a special tax to be borne by the distributors of knowledge. If the rates were nominal or in keeping with past schedules, there would be no finger of suspicion pointed at an Administration which has more than once shown its hostility to the press because the latter does not act in a subservient manner.

"If the object is to intimidate the press, no more clumsy way could have been selected, though from now on the press will have to realize that overnight an unfriendly administration, putting pressure on a rubber-stamp Congress, can threaten the entire structure of the periodical-publishing business. It is the reading public which would have to pay the higher costs."

Before we give you OUR opinion of what seems likely to happen to postal rates, let's get on the record our feelings about this Post Office cost ascertainment system that has taken such a beating whenever it has been mentioned.

Probably no two accountants can ever agree on the best cost system for any single business . . . but every accountant bases his recommended system on established and accepted business practice. Our disagreement is not particularly with the present system itself . . . although later on we'll list a few objections we have to it.

(Continued on Page 29)



Here's the new Puerto Rican Commemorative 3c stamp that will be put on sale for the first time at San Juan, Puerto Rico. Size will be .84" x 1.44". Color . . . green. The Reporter is previewing design, size and color of these new stamps for those who tie-in their Direct Mail with the stamp affixed to the envelope.

Rather, we object strenuously to a so-called businesslike cost system for the Post Office on which postal rates are to be based when the Post Office is not run like an average business.

The Post Office is a Government Agency . . . and as such, many of its expenses must obviously be brought about by Political (or Social) expediency. To prove our point . . . the Post Office must maintain thousands of small offices even though there is no possibility that they can ever be operated profitably.

In business, such "branch offices" would be eliminated . . . but the Post Office can do no such thing. There are certain Congressional statutes that require the establishment of Post Offices . . . whether they will operate profitably or not. We're not arguing or even inferring that these same small Post Offices shouldn't be established . . . but we are saying that just as long as you have the present kind of Political (or Social) setup, you'll never have a Post Office that can actually operate on a strictly business basis. And if that's true, then ANY cost system that doesn't take into account this Political (or Social) aspect cannot be used to fix rates.

But even overlooking all of the above, we don't think the present system is a particularly good one.

In fact, to quote from the TASK FORCE REPORT ON—THE POST OFFICE—(Appendix 1) prepared for THE COMMISSION ON ORGANIZATION OF THE EXECUTIVE BRANCH OF THE GOVERNMENT (The Hoover Committee)

At the present time the (Post Office) Department is not in a position to recommend to the Congress a full and proper charge for any of its services because it is not equipped to prove what reasonable costs of the services should be.

The present system of cost ascertainment tends to overlook the basic fact that the Post Office is set up primarily to transport first class or letter mail and that the other services it offers are only adjuncts to that original service and should not be expected to bear a strictly proportionate share of the overall cost of operation. Even though second, third and fourth class mail (and the special services) were entirely eliminated the Post Office would still be forced to carry First Class or Letter

mail and it is problematical if the curtailment of these extra services would reduce greatly this overall cost of operation.

If Third Class mail were discontinued, it is not logical to believe that the costs shown by Post Office for this particular service (\$230,390,233), would be entirely eliminated. All of them are not "out of pocket" expense. Rather, it seems to assume that the savings in transportation costs, clerk and carrier hire, etc. would not total anything like the amount of money listed above. All of the costs contained therein for Rural Free Delivery, Administration Buildings, etc. would merely have to be allocated to first class or some other remaining Postal Service.

Former Postmaster General Walker, in a communication to the Chairman of the House Ways and Means Committee, back in July 7, 1942, said about the same thing concerning second class mailing costs.

Now about the time element. At this point, it's pretty hard to say. As written, H. R. 2945 says that any new rates shall take effect the first day of the third calendar month following enactment. The very earliest any bill could be passed would be in May, although June seems more probable. That would mean September 1st would be kick-off day. However, we're optimistic enough to believe that *as, if, and when* a bill is passed by both Houses and signed by the President, it will hold off any changes until January 1st, 1950.

## "AIDA" GOES TO COLLEGE

John J. Patafio, president of the Ambassador Letter Service Company, 11 Stone Street, New York 4, N. Y., recently mailed an automatically typed letter to deans of business schools . . . offering them a folder containing advice for better letters.

The folder is called "AIDA Is More Than an Opera by Verdi". (Attention, Interest, Desire, Action.)

Accepted by 13 colleges and universities. Total number of copies ordered was 5,000.

Let **FREE** Plates Prove Your Sales Letters Look **BETTER**, Get Out **FASTER** with

### PLASTIPLATE

Its unique "no grain" surface resembles lithographic stone, makes your letters sparkle with eye-appeal!

With Plastiplate you can turn out sparkling direct-mail letters that really sell. **Faster**, too, because Plastiplate, both photographic and direct image, is easier to prepare and print—and with less cost—than any other offset duplication plate.

To prove Plastiplate's superiority, we will send you sample plates absolutely **free**. See how Plastiplate meets *all* your direct mail requirements. Just send us the coupon today.

TIME-SAVING • CONVENIENT • ECONOMICAL

**Remington Rand**

DEPT. 44, BRIDGEPORT 1, CONN.

My duplicator is a \_\_\_\_\_.

Model No. \_\_\_\_\_ Send me free Plastiplates

Photographic  Direct Image

I use a \_\_\_\_\_ typewriter

and a  cloth  carbon paper ribbon.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

Remington Rand Inc.



### DUNHILL LIST CO., INC.

565 FIFTH AVENUE, NEW YORK  
PLAZA 3-0833

412 WEST 6th STREET, LOS ANGELES  
VANDYKE 4447

*your BEST prospects are  
BUSY ones!*

*You'll win their attention with easy-to-answer*

### REPLY-O LETTERS

Busy men are never too busy to answer REPLY-O LETTERS . . . and you're doing them and your sales curve a good turn when you do use Reply-O Letters. The reply is in the letter . . . easy to return—no signature is necessary.

*Send now for samples and examples of successes made more successful by Reply-O Letters.*



### A LEAF AND . . . A CALENDAR

Here's a gadget letter that should attract attention for Frank Wulf Associates (advertising), 609 Ninth Chester Building, Cleveland 14, Ohio.

An autumn-brown leaf is stapled to top of letter. Here's text:

Dear Mr. Blank: (filled in):

Nature is never caught napping . . . she turns over a new leaf each year.

Many business executives will turn over a new leaf this year!

They do not propose to be caught napping either . . . they recognize that more competitive selling, plus high costs, high overhead and higher business taxes make maintaining earnings the No. 1 Priority for 1949.

If your business needs fresh ideas, fresh approaches to, and fresh, vigorous handling of its advertising and sales promotion effort to meet 1949 market conditions . . .

If you contemplate turning over a new leaf in your sales promotion program for 1949, an investigation of the results we have produced for our clients could prove intensely interesting and profitable to you. Ours is a hard-working, down-to-earth organization . . . we give our customers personal, sincere, competent and thoroughly experienced advertising and merchandising service.

Grant us 15 minutes, and we sincerely believe we can prove that we do a decidedly above average advertising job . . . a job that will make your advertising dollars deliver more results in 1949.

Interested? Simply telephone Main 0344!

Yours very truly,  
Frank M. Wulf Associates  
(Signed) Frank M. Wulf

\* \* \*

Another letter, from Pete Becker, Arrow Service, 908 Twelfth Street, N.W., Washington 5, D.C. Clipped to letter is a calendar with important dates printed on.

THIS BLOTER MAY SAVE YOU  
FROM THE "ICE BOX" TREATMENT  
THE COLD STARE, THE FRIGID AIR!!

Even the bravest of us quails in embarrassment when we find we've overlooked that birthday, anniversary or other "big date." So . . .

Below the list of printed dates on the enclosed March blotter is a space for YOUR SPECIAL USE. Keep the blotter

handy to jot down those Red Letter Days. Then you'll be a hero—if only you can remember to look at the blotter! Or maybe you have an efficient Girl Friday who'll do the job for you—with the aid of the blotter.

The other day, in a customer's office, this printed card gave us a smile—and it may give you one, too, so here it is:

#### TIME ALLOWED FOR INTERVIEWS IN THIS OFFICE

	Hrs	Min	Sec
Friendly Calls .....	0	2	1
Friendly Calls When Busy....	0	1	1
Life Insurance Agents.....	0	0	1
Friends with Scheme.....	0	0	5
Friends with Scheme, Willing to Let Us In on the Ground Floor .....	0	0	0
Friends Who Ask Us to Drink ? ? ?			
Friends Who Ask Us to Eat..	0	59	0
Those Wishing to Pay Old Bills or Old Loans .....	58	59	58

It should take you less than 2 minutes 1 second to read this—which is our method of making a friendly call. Thanks for your time. And just remember Republic 6942 on your next printing job!

Cordially,  
(Signed) Peter Becker, Jr.

### UNIVERSITY PRESS NEEDS DIRECT MAIL

Thompson Webb, Jr., Director of the University of Wisconsin Press, had some interesting things to say when he spoke recently before the Chicago Book Clinic. Mostly on the problems of promoting small runs. Told how difficult it is to sell these big, expensive, highly technical publications.

The normal print order of the usual university press is for 1,000 to 1,500 copies of a title, Mr. Webb pointed out, and it may take from five to 10 years to sell the run. But if a university press can build up a backlog of good titles and continue to publish a modest number of new titles annually, he said, it is doing its job.

Mr. Webb advises the careful use of Direct Mail. "If the list is wisely chosen, and a good circular used, the percentage of sales can be astounding. But each book requires its own special promotion job."

## TWO AUTO CASE HISTORIES

An interesting item appeared in Jack Davis' January-February issue of "Shell Progress" . . . published by the Shell Oil Company, 50 West 50th Street, New York 20, N. Y.

About Ben Hallyburton's service station in Portland, Oregon.

Ben keeps a guest book on hand. He knows from resort hotel psychology . . . that when a guy is shown a guest book with plenty of white space in it, he'll reach for a pen and sign. Ben also makes sure that the address is included.

Then by the time the traveller has returned home . . . he finds in the mail a picture postcard. A night shot of Hallyburton Service Station on front, and on back this handwritten note . . .

We appreciated your stopping at our station. It was a pleasure to serve you.

Ben

He estimates that his Direct Mail campaign last year brought him an

extra thousand dollars of business. Not bad for just remembering his customers . . . with a simple penny postcard.

And here's a note about another similar situation . . . on a more expensive scale.

A letter from Marcella J. Neville of Kansas City gives us this case history.

Dear Mr. Hoke:

Am forwarding two-thirds of a recent "thank you" letter from a Kansas City garage where we took our car to be repaired last month.

The other "third" of the letter is the self-addressed stamped card which I have mailed back to the company with enthusiastic checks in answer to the following:

Were you waited upon  
promptly and efficiently?  Yes  No  
Was car ready when  
promised?  Yes  No  
Was work performed  
satisfactorily  Yes  No  
Were the charges in line with  
our quotations on what you  
had expected to pay?  Yes  No  
Have you any suggestions on how we  
may improve our service?

Don't know about you, but this is a new experience for me—having a garage thank me for my patronage, and so effectively too! I was a new customer there before I

received this letter, but you can bet I'll be a steady one after such a thoughtful reception!

(Signed) Marcella J. Neville  
Publicity Department  
Unity School of  
Christianity

The following letter was processed on the letterhead of Downtown Buick Company, 1701 McGee Trafficway, Kansas City, Missouri.

THANK YOU

Dear Car Owner:

Recently we had the privilege of serving your car and we want to thank you sincerely for your patronage. Our interest does not stop with this visit. If at any time, our service fails to merit your complete approval, we shall consider it a favor if you will notify us.

We are enclosing a self addressed stamped card on which we would appreciate your impressions of our service or any suggestions for its improvement.

Again, thanks a lot and may this letter be a friendly reminder to forget-us-not the next time your car needs service.

**REPORTER'S NOTE:** Although we agree wholeheartedly with the project . . . we cannot give 100 per cent blessings to the letter itself. Ten "we" expressions in a thirteen line letter . . . are too many. Just a few simple changes are needed to make the reader rather than the writer . . . the hero.

## We Can Make a good advertising manager into a better one!

*And here's why . . .*

1. We can relieve him of the perplexing details of direct mail advertising production and distribution.
2. We can give him more time thereby to devote to his job of managing the advertising of his firm.
3. We can make it easier for him to use direct mail advertising by actually doing the work for him.

**We can do all this**, because we are Mail Advertising Service Association, International (M.A.S.A.), an organization of more than 650 direct mail advertising specialists all over United States and Canada. Each of our members owns and operates his own establishment and has been found proficient in his specialty before being invited to join M.A.S.A.

Some of our members create, produce and distribute direct mail advertising . . . others specialize in certain activities such as—mailing, mailing lists, multigraphing, mimeographing, typing, addressing (typewriter), addressing (longhand), addressing (mechanical), personal-

ized letters, speedball personalizing, private mail list maintenance, creative art, plans, ideas, copy, printing, offset, lithography, planographing, addressograph, plate making, Elliott stencil cutting, folding, collating, inserting, display shipping etc.

Some folks call us lettershops . . . some mailing list houses . . . but just as a rose by any name is still a rose . . . so it is with M.A.S.A. members, who by any name are still direct mail advertising specialists in every sense of the words . . . who have the "know how" to make an advertising manager's job an easier one and a more effective one.

*We shall be happy to send you a list of M.A.S.A. members  
who can serve you . . . if you will just request it.*

**MAIL ADVERTISING SERVICE ASSOCIATION, INTERNATIONAL**  
18652 FAIRFIELD AVENUE • • • DETROIT 21, MICHIGAN

## Added Space and New Facilities . . .

combine to further increase our capacity to serve your interests intelligently, effectively and economically.

Our battery of eight AUTOMATIC INSERTING MACHINES has increased our daily mailing capacity to over 500,000 pieces of mail.



### True-Sullivan-Neibart

ASSOCIATES, INCORPORATED

NEW HOME

47-30 Thirty-Third Street  
LONG ISLAND CITY

STILLWELL 6-4740-41-42

Within 12 minutes of  
Grand Central Station P.O.



## OFFSET USERS-

### Low Cost Typesetting!

Yes, Fototype gives you a way to knock out heavy typesetting costs and expensive delays. Sharp, clear letters on white card-stock or acetate make composition so simple that anyone in your office can handle it. Speedy Fototype saves up to 90 per cent over metal typesetting, puts control of production right in your hands! Ideal for setting heads, display lines, or complete ads. Whether your printing is done by quality offset, or a small office duplicator, Fototype will make typesetting a matter of minutes. Ask for FREE illustrated catalog showing method and specimen type faces. This entire ad set with Fototype!



1413 ROSCOE STREET, CHICAGO 13

## Some Random Thoughts . . .

### On Personalizing

by Orville Reed  
Howell, Michigan

There has long been a discussion among the users of Direct Mail, whether or not personalized letters pull better returns than plain multigraphed or printed letters with an eye-catching heading.

This discussion will never be completely settled, but there are certain things which a user of Direct Mail letters should keep in mind.

The object of using a multigraphed filled-in, or automatic typewritten letter, is to simulate a personal message. Not that an advertiser has any desire to "fool" a reader, but there is a general feeling that by making a message "personal" it has a better chance of getting itself read and acted upon.

What many of them overlook is that merely filling in a letter with the name and address of the recipient doesn't make it a "personal" message.

To clear this up, if you have a specific application of your product to the needs of a special group of prospects, you can use the personal approach and make reference to the prospect's need for your product for some specific job peculiar to the group getting your letter. Deftly handled you can, in this way, give a "personal" tone to the letter.

On the other hand, if you have only a general application of your product to a group, no amount of filling in or personalization of the appearance of the letter will make your message personal in tone.

We've often wondered why so many advertisers will go to the expense and trouble of getting out a personalized letter to a group of prospects and then nullify all of the personalization by doing other things which stamp the mailing as a "circular" mailing.

We recently received a very well

written letter which sounded as though it had been written to us personally. It mentioned several problems in our particular business which the service was prepared to solve. In its tone, this letter was really "personal".

But, the entire effect was killed by enclosing with the letter a printed return card and suggesting in the last paragraph of said letter that the return card be signed and mailed. (See Reporter's Note.)

In other words, I know and you know that when somebody writes us a personal letter they do not go to the expense and trouble to have just one return card printed for our particular use.

How much better this letter would have been if it had suggested that we call by telephone, or make a notation of our desires on the back of the letter and return it in an enclosed, self-addressed and stamped envelope.

In this case the first appearance of the letter was that of a personal letter, but the inclusion of the postal card stamped it immediately as a circular letter being mailed to a general list.

If you want the recipient to feel that your message is a personal message to him, and him alone, use a self-addressed envelope with a stamp, or suggest that the recipient call you by phone.

**REPORTER'S NOTE:** I can't quite agree with Orville's contentions that personalizing is done to "simulate a personal message". See Baring-Gould article in this issue. Personalizing can be used solely to give a "tone" of personality to your letter. The printed reply card, in itself, cannot kill that tone . . . although it sometimes seems to carry out the personal idea by multigraphing the reply card, rather than having it printed. Orville is right, however . . . the argument will never be settled.

## 120 NEW CUSTOMERS

The Franklin Glue Company of Columbus, Ohio recently made an offer of liquid hide glue samples . . . to 14,000 woodworking teachers throughout the country.



Then came the deluge. Four thousand interested instructors wrote for the sample. Pretty Micki Gesch was literally up to her ears with the stuff (see pix.).

Franklin says their new lightweight aluminum tube allowed them to mail at a fraction of cost of previous offers.

Within two weeks after the samples had been mailed, 120 new school accounts for Franklin products had been opened.

## ABOUT THE HOT DOG STORY

The "Hot Dog Story" that appeared on last month's cover . . . caused quite a few comments. Here are two of them.

Henry:

Thanks for the editorial on the cover of your March issue. It's potent. I'm making sure that many folks in our company see it.

Sincerely

J. S. Roberts  
Retail Credit Company  
Atlanta 1, Georgia

Dear Mr. Hoke:

A note to let you know how much I enjoyed your March issue.

The cover story was most apt. On a recent southern tour I queried scores of business men on how their business was. Each one I talked to was optimistic. I am

firmly convinced that if we talk and think and plan for a bright future, we will have one!

Thank you and your staff for the splendid job you are constantly doing for us in mail order. Best wishes.

Whitt N. Schultz, President  
Northmore's Home Products  
P. O. Box 756  
Highland Park, Illinois

## PAYING MORE ATTENTION TO GOOD CUSTOMERS

Here's a letter from Bill Schulz, American Automatic Typewriter Company, 120 Greenwich Street, New York 6, New York.

Bill's got a point.

Dear Henry:

I was very much interested in Joe Russakoff's article (on page 28 of February REPORTER) on department store Direct Mail and the lack of it. As you know, our equipment is used by department stores and retailers, in their credit, collection and some phases of sales promotion.

It has been our privilege to work with the stores' personnel, and with the various credit association men, for over fifteen years. A very apparent weakness in the "old" system has been one of my pet peeves.

If you make a charge purchase, and pay the bill upon presentation, which every good credit risk should do, of course, you hear nothing more from your supplier. If, however, you do not pay promptly, you will get a statement for several months, then a series of scientifically (?) spaced collection letters. "Stuffed" in with each statement and collection letter will be expensively prepared advertisements of featured merchandise.

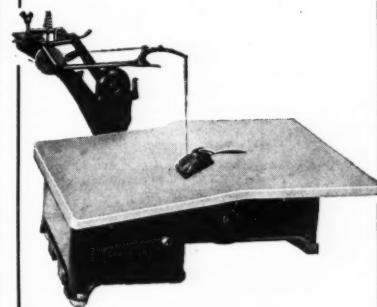
The fellow who pays his bills like a good boy—in theory the best of the charge customers, fails to get the advertising. But the slow pay account benefits by all those extra-specials.

Ten years ago I started to point this out to the men in charge of what some refer to as credit sales promotion, and they all agree it is a little cock-eyed. But inasmuch as a mailing piece, statement, etc., is going out they feel the accompanying ads might as well go along. They don't see how they can send the same material, easily, to those who are not getting the initial collection request.

Recently, however, some stores are going the whole way, and are running all statements or envelopes through their addressograph, then later filling the amount due

(Continued on Page 34)

**SAVE TIME  
AND MONEY!  
TIE BUNDLES  
AND PACKAGES  
THE EASY WAY  
with the FAMOUS  
SAXMAYER  
NO. 6 TYING  
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient *general purpose* machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

**NATIONAL  
BUNDLE TYER COMPANY  
BLISSFIELD,  
MICHIGAN**

and dependable service only those who have been longest in this business can give.

If YOU would like to get real, personalized service to any of the destinations listed at the left, see for yourself what the "Flying Dutchman" can offer you. Just ask your travel or forwarding agent. (Cities listed are at left of letter.)

He knows!

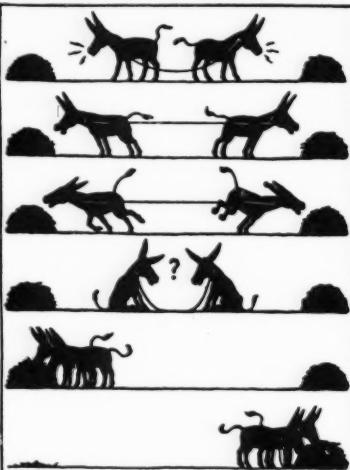
Yours very truly,  
K.L.M., Royal Dutch Airlines  
(Signed) Edward G. Serle

EGS:mb

## A STORY ABOUT . . . TWO DONKEYS

A little while ago we got a letter from Irwin Lynch, advertising manager of Sun Spot Company of America (beverage manufacturer), 1520 Ridgely Street, Baltimore 30, Maryland, asking us if we had ever seen a series of pictures showing two donkeys "cooperating" at hay piles. And if so, where.

We checked all over. Finally got half the information from K. C. Pratt,



editor of "Stet". He gave us a photostat of the determined donkeys (see pix). But he could not tell us original source. If any REPORTER reader knows, please pass the word to us.

Here's the letter we got from Irwin Lynch:

Your tenacity is amazing.

I can hardly wait for the issue of your magazine showing those two donkeys in the hay feeding picture.

Just as the Royal Northwest Mounted "Always gets its man," the REPORTER OF DIRECT MAIL ADVERTISING always gets its information no matter how far they have to go to track it down. As a reward I should present you with a nice 8½" x 11" retouched glossy photostated print of the donkeys and it would be suitable for framing on your office wall. Do you want to take me up on it?

In gratitude for your cooperation I solemnly promise to always mention the REPORTER OF DIRECT MAIL ADVERTISING when I send an inquiry to your advertisers. During the years gone by I have often been guilty of failing to do this.

Sincerely,  
Sun Spot Company of America  
(Signed) Irwin W. Lynch

## LOCAL LEVEL ADVERTISING

New Holland dealers have much to be happy about. Because this farm equipment manufacturer is taking local advertising problems seriously.

We saw the dealer kit used in January, February and March, 1949. And it is complete.

The kit is titled "Sel-Fax". A similar package won the DMAA Best of Industry Award in 1948.

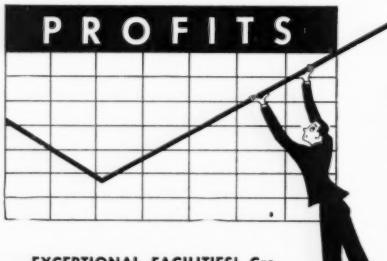
It's a big, 9½" x 11½" kit. First inside page tells dealer when and where company advertising is going to appear . . . and has copies of ads in die-cut pocket.

Couple of pages later, a 17" x 22" folder (again in pocket) illustrating 30 sample ads for use in local papers. Mats are available free.

Next pocket contains the dealer Direct Mail campaign. There are four separate mailings . . . for four different New Holland products. Each one consists of a No. 10 envelope; an attractive 3-color illustrated letter with blank space for dealer's letterhead imprint; and a return postcard.

The letterheads cost the dealers \$10 per thousand, individually imprinted. The folders and cards are free. Copy for the letters is suggested, but the individual dealer must

**PROFITS**



**PUSH 'EM UP!**

Use the merchandising-by-mail skill that has recently won 29 NATIONAL AWARDS for increased sales and profits. Various Ahrend-created campaigns are producing from 5% to 12% sales now! Our staff of sales promotion experts will work for RESULTS for YOU—the direct economical way. For full details—without obligation—call MU 6-3212 now!

**IT PAYS TO AHRENDISE!**

**D. H. AHREND COMPANY**

333 EAST 44TH ST. • NEW YORK 17, N. Y. • MU 6-3212

## WORLD'S BIGGEST LETTERHEAD COUPON! WORLD'S BIGGEST LETTERHEAD BARGAIN!

Attach to one of your Letterheads... Clip and Mail Today for...

1. Big 1949 Portfolio of "Modern Letterheads". Packed full of usable ideas for designing new letterheads—for giving new life to old ones. 2. Mass Production prices on quality letterheads—quantities from 6250 and up. All money-saving facts free. Send coupon today to

**UNIVERSAL LITHOGRAPHING CO.** 4305 W. Diversey Avenue  
(Subsidiary of Peerless Lithographing Co.)

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

NAME OF PRINTING BUYER \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

have letters processed and mailed locally.

Then a 4-page folder is inserted in a slot on next page. Here display material is pictured. Tack-up signs, neon signs, decals, racks, posters, etc.

Flap in back cover is made up of three business reply cards . . . with space to check for any of the desired items.

Also an invitation by the advertising department to help in any ad problems.

Another well-rounded kit presentation by a parent company that is increasing sales by helping at the dealer level.

## GRUESOME COLLECTOR

Harry Beard, collection manager for J. B. Lippincott Company, East Washington Square, Philadelphia 5, Pennsylvania, showed us some of his collection letters.

Got a kick out of this one. Adapted

from a surgical instrument manufacturer's ad. Here it is:



## FABRIC PROMOTION

Under the guidance of Paul Geden, Cohama Fabrics, Cohn-Hall-Marx Company, 1412 Broadway, New York 18, N. Y. . . . is going ahead on a big nation-wide promotion of its fabrics to department stores and their customers.

A broadside has been sent to three people in each department store selling Cohama. One to the fabric buyer, one to the advertising manager, and one to the ready-to-wear buyer.

It shows the 4-color ad that appeared in This Week Magazine sections of newspapers throughout the country. Also shows the space ads used by different stores . . . originally designed by Cohama.

Another stunt . . . is that of passing out clever guarantee with each sale of a fabric. The sales-girl hands the customer the card with thimble in it that looks like a washing machine. Thimble is in die cut slot for added realism.

Here's how ad manager Geden is using one quarter-million cards ordered:

Actually it has four functions. One, to give the customer a guarantee in writing of washability; two, a free gift; three, dramatization of washability; four, a suggestion for repeat business on the back,

(Continued on Page 38)

# ADDRESSING \$ 5 00 PER M

Our facilities will permit us to address an additional 300,000 pieces weekly. We offer accurate addressing GUARANTEED by a careful inspection system and an understanding of the addressing problem as it affects the mailer. Our years of experience SPECIALIZING in the addressing of envelopes by typewriter are your assurance of quality work.

Our price of \$5.00 per M is based on either 3 or 4 line addresses from normally clean copy.

For the convenience of our customers we maintain daily pick-up and delivery service in metropolitan New York at a slight additional cost, as well as trucking facilities to all other points.

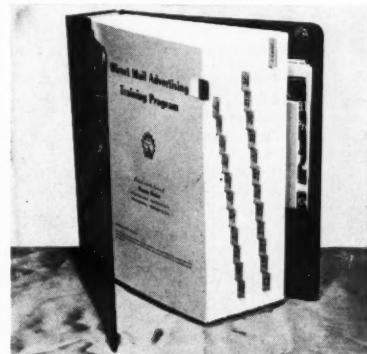
STENCIL CUTTING — MAILING  
LIST MAINTENANCE

## Creative Mailing Service, Inc.

Fr. 9-2431

24 South Grove St. Freeport, N. Y.

## LET THIS . . .



### Guide you to better Direct Mail

This orderly, thorough, down-to-earth, year-long study program in all the ramifications of a VERY BIG subject . . . will help you to avoid the pitfalls and to increase the power of your Direct Mail.

Send for my twenty page prospectus. No tricks. No "free" offers. No amazing promises. No world with a fence around it.

Write personally to

**HENRY HOKE**

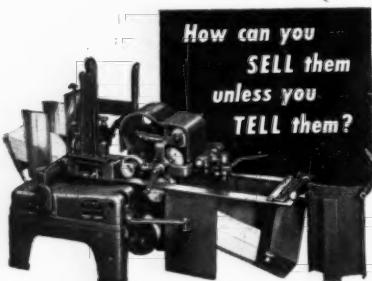
17 East 42nd Street, New York 17, N. Y.

## WILLA MADDERN

List Broker

215 Fourth Ave., New York 3, N. Y.  
GRAMERCY 3-3440

APRIL 1949



This Elliott Cardvertiser is the only machine in the world that both prints and addresses Post Cards and its speed is spectacular.

The period of hard-to-get Merchandise is changing to a period of hard-to-get Customers—and it is time for all business men to consider what and how they will advertise.

Newspaper and costly mail advertising is dominated by big business. But if you have the ability to compile a mailing list and tell your story on a penny post card, this Elliott Cardvertiser will save your business because it will get hundreds of accurately addressed and perfectly printed post cards into your nearest mail box within one hour of the moment you conceive the thought.

May we send you copies of letters showing how the Elliott Cardvertiser has saved and built many retail businesses selling exactly what you sell?

The Elliott Addressing Machine Company  
127 Albany Street, Cambridge 39, Mass.

## HOW TO INCREASE PROFITS from YOUR OWN MAILING LISTS

Probably your Buyers, Inquirers or Users are on plates or stencils for quick, low-cost running off the names on empty envelopes or stickers. If so, your List can bring you LARGER PROFITS . . . for More Advertising!

### You okay proposed users!

Most MOSELY MASS MAILER Clients are entirely non-competitive with you . . . wouldn't hurt your sales or mail response at all.

Our Clients will pay you handsomely . . . perhaps thousands of dollars in a year . . . to address to your Lists for them. No sales cost or bother on your part! Write today all about your lists . . . let's "put our heads together" by letter.

Please write Dept. RE-4

### MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

38 NEWBURY STREET  
BOSTON 16

"MOSELY sends the CHECKS"

in case the customer bought only one of the fabrics.

Good premium idea put to dramatic use.

## POST OFFICE RIFFLEMEN

No we didn't misspell the title. "Rifflemen" is exactly what we meant. Here's how.

Two men at the Grand Central Post Office in New York have developed a very quick and accurate way of counting postcards, and even envelopes. They do it by riffling them past the ear or slapping them against the face. They are Frank Hall and Fred Tartaglia.

Not as crazy as one may think, either.

Hall with the P.O. for 32 years, believes, along with Fred Astaire, that you must have rhythm to get along. He says he can count up to 50 postcards or envelopes merely by running them through his fingers and hitting them against his cheek. Says with the riffle-past-the-ear you can tell by the sound.

Just takes practice.

## SIX COLOR OFFSET PRESS

A new and revolutionary 6-color offset press has been built by R. Hoe & Company, Inc., 910 East 138th Street, New York 35, N. Y.

The first press will be delivered to Grinnell Lithographic Company's new plant at Islip, New York.

Cost is around \$250,000. It'll take sheets up to 50" x 72", and print 6-colors at a guaranteed speed of 6,000 per hour. Weighing almost 200,000 pounds, the press stands 8 feet high, 60 feet in length and 14 feet in width.

It will be available in any combination of printing units.

For more information check with R. Hoe & Company.

**FOR MORE SALES  
THROUGH THE MAI**  
Use SAWDON ORDER-ENVELOPES  
and COMBINE-FORMS

These Combination Order Forms and Return Envelopes Will Increase Your Mail Orders

Write for Specimens Used by  
Leading Mail Order Companies  
**THE SAWDON COMPANY, INC.**  
484 Lexington Ave., New York 17, N.Y.

When you  
need

*Remember*  
**WM. F. RUPERT**

Compiler of national birth  
lists EXCLUSIVELY for the  
past fifty years.  
**90 Fifth Ave., New York 11**  
**CH 2-3757**

### List Planning . . .

### List Building . . .

### List Maintenance . . .

are all thoroughly covered in Alice Honore Drew's **"Plain Jane of Direct Mail"**.

Plenty of valuable advice on *all* phases of mailing list problems. Chapters on Defining Prospects, Sources for Names, Classifying Prospects, Physical Set-Up, Name Record Card, Mailing List Report Form, Post Office Aid, Postal Zone Number List.

Send 50¢ . . . for this reservoir of list information. Special price for bulk orders over 25.

**The REPORTER**  
of Direct Mail Advertising

17 East 42nd Street, New York 17, N.Y.

## We Buy and Sell Business Equipment

- Addressing
- Mail Room Needs
- Mailing Equipment

**GENERAL BUSINESS EQUIPMENT CO.**  
NOT INCORPORATED

615 SOUTH STATE STREET  
Chicago 5, Illinois Harrison 7-5181

THE REPORTER OF DIRECT MAIL ADVERTISING

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING — TRADE

Shapins Typing Service.....68-12 Roosevelt Ave., Woodside, N. Y.  
M. Victor.....3902-9th Ave., Brooklyn 32, N. Y.

## ADDRESSING MACHINES

Rossin Addresser Company.....216 South 4th, Minneapolis, Minn.

## AUTOMATIC INSERTING

True, Sullivan, Neibart Associates.....381 Fourth Ave., New York 16, N. Y.

## AUTOMATIC TYPEWRITING

Ambassador Letter Service Company.....11 Stone St., New York 4, N. Y.

## BOOKS

Graphic Books, Inc.....17 East 42nd St., New York 17, N. Y.  
The Ronald Press Company.....15 East 26th St., New York 10, N. Y.

## BUSINESS FORM CREATIONS

Joe Johnson.....3304 Grimes Ave., No., Minneapolis 12, Minn.

## CARDVERTISER

The Ellie Addressing Machine Co.....127 Albany St., Cambridge 39, Mass.

## COPYWRITER (Free Lance)

Arthur K. Einwald.....230 West 41st St., New York 18, N. Y.

## DIRECT MAIL AGENCIES

D. H. Ahern Company, Inc.....325 East 44th St., New York 17, N. Y.

Homer J. Buckley & Associates, Inc.....57 E. Jackson Blvd., Chicago 4, Ill.

Duffy & Fabry, Inc.....633 N. Water St., Milwaukee 2, Wis.

McNulty Advertising Agency.....308 W. Washington St., Chicago 6, Ill.

Mallograph Co., Inc.....39 Water Street, New York 4, N. Y.

Repy-O Products Company.....150 West 22nd St., New York 11, N. Y.

Tested Sales Producers, Inc.....131 West 53rd St., New York 19, N. Y.

Philip J. Wallach Company.....150 East 35th St., New York 16, N. Y.

## DIRECT MAIL TRAINING COURSE

Henry Hoke.....17 East 42nd St., New York 17, N. Y.

## ENGRAVERS

Pioneer-Moss, Inc.....460 West 34th St., New York 1, N. Y.

## ENVELOPES

American Envelope Mfg. Co.....26 Howard St., New York 13, N. Y.

Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.

Cupples-Hesse Corp.....4175 N. Kingshighway Blvd., St. Louis 15, Mo.

Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N. Y.

Curtis 1000, Inc.....380 Capitol Ave., Hartford 6, Conn.

Direct Mail Envelope Co., Inc.....15 West 20th St., New York 11, N. Y.

Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.

Massachusetts Envelope Co.....641 Atlantic Ave., Boston 11, Mass.

McGill Paper Products, Inc.....501 Park Ave., Minneapolis 15, Minn.

The Standard Envelope Mfg. Co.....1600 East 30th St., Cleveland 14, Ohio

Tension Envelope Corporation.....345 Hudson St., New York 14, N. Y.

The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio

## ENVELOPE SPECIALTIES

The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N. Y.

## HAND COLORING

Reba Martin, Inc.....145 West 45th St., New York 19, N. Y.

## INKS

Interchemical Corporation.....350 Fifth Ave., New York 1, N. Y.

## LABELS

Fenton Label Company.....506 Race St., Philadelphia 6, Pa.

## LABEL PASTERS

Potdevin Machine Company.....1281-38th St., Brooklyn 18, N. Y.

## LETTER GADGETS

A. Mitchell.....111 West Jackson Blvd., Chicago 4, Ill.

## LETTERHEADS

Universal Lithographing Company.....4309 Diversey Ave., Chicago 39, Ill.

## MAGAZINE COVERS

Publishers Digest, Inc.....415 North Dearborn St., Chicago 10, Ill.

## CLASSIFIED ADS

Rates, \$1.00 a line — minimum space, 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines.

## ADDRESSING

ADDRESSING \$4.50 THOUSAND

No charge for our lists

"SPEEDADDRESS"

48-12 43rd St., Woodside, N. Y.

"Postal District of N.Y.C."

## ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling

mail order, agent ads.

We show you how.

Martin Advertising Agency

15P East 10th Street New York 16, N.Y.

## FOR SALE

THOMAS 8½ x 11 Mechanical Collator, collates 8 sheets at once. Also Edison Justifier, both in like new condition. Address Fototype, Inc., 1414 Roscoe, Chicago 13.

## MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

## STENCILS

QUALITY Letters from NEW Stencils "Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., Dept. R, for free information.

## WANTED

LIST OF wholesale auto parts jobbers on addressograph plates. Beatty Products Co., Keokuk, Iowa.

# SHORT NOTES DEPARTMENT

(Continued from Page 5)

published in February 13th issue of "Victoria Colonist". Very interesting to compare notes . . . with our own 4 page spread in January Reporter . . . showing people what goes on behind the scenes in the Post Office.



- **BEST MATCHING** fill-in job we've seen in a long, long time came this month from Robin Lord of Mat-O-Graph Company of America, 25 Spruce Street, New York 7, N.Y. The letter announced the birth of a new creation (Mat-O-Graph) which "grew through the unique process of simply putting our heads together." The sample we received looked like the letter had been typed on a typewriter with carbon ribbon, then processed by offset . . . with the fill-in handled with same type of machine with carbon ribbon. It is just about perfect.



- **BEST COVER-OF-THE-MONTH** wraps the 84th Annual Report of the Elgin Watch Company, Elgin, Illinois. A sparkling display of 4 watches . . . with a gold frame surrounding the picture. Inside 12 pages are quite plain and undecorated. Two other newsworthy annual reports were issued last month . . . by Spiegel of Chicago and Sharpe & Dohme of Philadelphia. Spiegel's is 8" x 11" in tan and black, 16 pages. Pictures inside of their "big catalog" and some stores. Sharpe & Dohme has attractive cover in gold and blue, with embossed lettering. It's 7-1/4" x 10-1/8", 20 pages.



- "PLEASE CANCEL ALL advertising" was the astonishing wording rubber-stamped in big type on the envelope and letterhead received from George Rumage of "Young America". George has been full of stunts in the past . . . but this time he was dead serious. His message started "This is the letter to end all advertising in Young America . . .

the letter I thought I'd never live to send out". He then described a new policy which makes Young America exclusively editorial in order to eliminate complaints from teachers and parents who want this classroom-used weekly free of all advertising claims. Executives of Young America believe additional acceptance by schools will offset loss of more than \$200,000 in advertising revenue.



- **DARTNELL CORPORATION**, Ravenswood and Leland Avenues, Chicago 40, Illinois has just come out with a 7-book series on business correspondence. These paper-bound books are about 60 pages each, 4 1/4" x 7 1/4" and are enclosed in special box. Titled: "The Dartnell Short Course in Business Correspondence". Sells for \$6.00.



- **THAT'S A NEAT TRICK** developed by Fototype, Inc., 1414 Roscoe Street, Chicago 13, Illinois. They are the folks who market alphabets on gummed paper, for making headings for offset reproduction. Previously . . . all such paste-ups had to be photographed first and then plated. By new process developed by Donald F. Buckingham, Fototype lettering can now be pasted directly onto paper or aluminum plates, which can in turn be placed directly on offset press. Eliminates the costly preparatory steps.



- **THE DEPARTMENT OF COMMERCE** has issued two new pamphlets dealing with Mail Order. Both written by our old friend Joseph H. Rhoads. One is titled "Mail Order Business" (basic information sources). We wish the Department of Commerce would stop talking about the "mail order business" . . . because it isn't a business. Mail order is a method of *doing business*. And some of the sources of information listed in this pamphlet are certainly unreliable. The second pamphlet is much better "Elements of Selling by Mail". In it, Mr. Rhoads details some of the pitfalls and gives very acceptable advice. These pamphlets are used to answer the thousands of inquiries the Department of Commerce receives about mail order.



- A "CONFIDENTIAL" MEMO is written every month or so by Jesse Barnes, V. P. in-charge-of-sales of Mutual Broadcasting System . . . to the sales staff. Gives them the low-down on expected business conditions, forthcoming problems, methods of combatting the problems. A confidential "bull-session" in newsletter style. Good.



- **CHEESECAKE, CORNY RHYMES** and simple illustrations . . . make up the colorful, 8-page, multilithed house magazine called "The Abel Label". Issued monthly by the Abel Corporation, 175 South High Street, Columbus 15, Ohio. Volume 1, Number 1 appeared in January 1949. Masthead describes . . . "Merchandising Ideas and News about Auto Supply Departments for Abel Personnel". All illustrations are line drawings . . . playing up Miss Mabel Abel, who's busting out all over to the delight of "Label" readers. The publication makes sense, too. Plenty of good advice is presented in an easy-going, factual style. Editor must be a frustrated Walt Whitman, with all those verses. Copy is good. Printed in blue, 8 1/2" x 11".



- **CANADA IS NOT** in the United States. Many firms persist in enclosing their business reply envelopes and cards (permit) in mailings going into Canada. Canadians naturally don't like it. If you want to pay return postage, buy Canadian stamps and affix to your envelopes. This item was caused by a note received from an irate Canadian subscriber who received an unusable envelope from a top professional user of the mail who should know better.



IPI, Holdfast, and Gemtone are trade-marks of Interchemical Corporation

IPI • DIVISION OF INTERCHEMICAL CORPORATION • 350 FIFTH AVE., N. Y. 1. • ADDRESS INQUIRIES DEPT. A

## NEW SERIES OF FAMOUS IPI HOLDFAST HALFTONE BLACKS OFFERS IMPROVED RESISTANCE TO SCRATCHING, SMUDGING; BETTER DRYING IN THE PILE; AND CLEAN, SHARP PRINTING

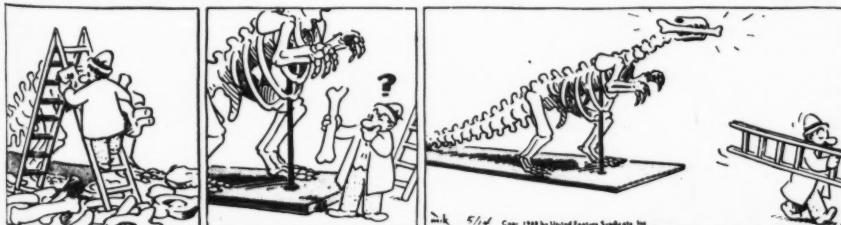


FILMY VEILS, fine laces, and delicate tiaras present a tough halftone printing problem. The Williams Printing Company, Chicago, who printed a catalogue full of such halftones for the Chicago Bed Works, solved the problem with an IPI Holdfast Halftone Black and blue. Reduced picture, above, doesn't do justice to original book. Ask your IPI Representative to show you his copy of "Veils for the Bride," with 31 halftones.

### TIME OUT FOR A CHUCKLE

We love to sell printing ink but we also think it's good business to pause occasionally for a little rib tickling. So saying, we introduce to you a humorously frustrated little fellow called "Ferd'nand" who, faced with problems even as you and I, solves them in unique, entertaining ways.

### FERD'NAND Logical Place



### HAS UNDERPRINTING CAUGHT UP WITH YOU?

Newspapers are looking into underprinting with colored inks as a means of using white space to carry both news and advertising.

We are informed that this idea was used for the first time in this country last December when Delta Air Lines ran an underprinted advertisement in the Atlanta (Ga.) Constitution. Trick was in the formulation of the ink—an IPI blue correctly balanced for color, transparency, and working qualities. Burke Dowling Adams, Montclair, N. J., advertising agency, developed idea for Delta.

"They're better than ever," say printers about the latest series of IPI Holdfast Halftone Blacks.

Many of these printers have been using Holdfast Halftone Blacks since they were introduced in the first edition of the IPI Color Guide. Enthusiastically as Holdfast Halftone Blacks were received then, we have improved them ever since.

The improvements em-

bodied in our new series include better scratch-resistance and smudge-resistance, and more positive drying in the pile. They work easily on the press, have excellent fountain flow and mobility, and are made to meet varying commercial printing conditions. The inks print as well under modern speed conditions as conventional linseed oil halftone blacks.

Why don't you try them?



### NOW YOU CAN COMPARE GEMTONE INKS WITH CONVENTIONAL IPI PROCESS INKS

If you do any four-color process printing at all, you will be interested in our new process inks comparison folder. It

By Mik

contains specimens of printing done with conventional IPI process inks and IPI Gemtone Process Inks—printed from the same plates.

The Gemtone specimens weren't babied either. Matter of fact, the conventional process colors used are generally satisfactory. We still sell a lot of them. However, where a high "sparkling" finish and fast drying are desired, our Gemtone Inks offer unusual advantages. Write for a free IPI process ink comparison folder on your letterhead.



**bring your  
layouts to life:  
print on... TICONDEROGA OFFSET**

The food looks good enough to eat—so clean and color-true is the reproduction you get on Ticonderoga Offset! A quality paper for lithography or gravure, for single or multiple-color presses, for long runs demanding faithful reproduction with economy. On any offset job where you want No. 1 results, specify this No. 1 offset paper!

International Paper Company, 220 East 42nd Street, New York 17, N.Y.



**INTERNATIONAL PAPERS**

*for Printing and Converting*

